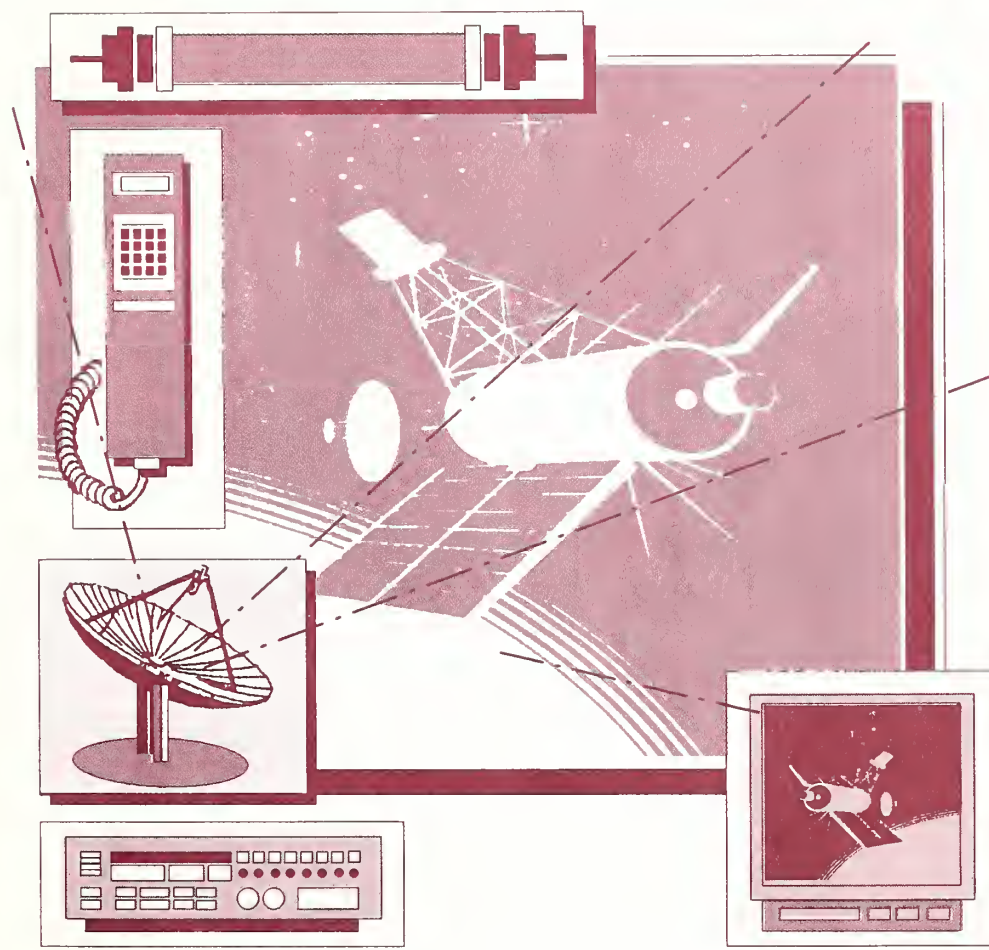


# Annual Survey of Communication Services: 1990

PENNSYLVANIA STATE  
UNIVERSITY

MAY 14 1992

DOCUMENTS COLLECTION  
U.S. Depository Copy



U.S. Department of Commerce  
Economics and Statistics Administration  
BUREAU OF THE CENSUS

## Acknowledgments

This report was prepared in the Business Division under the general direction of **James M. Aanestad**, Assistant Division Chief for the Current Service and Transportation Programs. Planning, implementation, and compiling of this report were under the supervision of **Thomas E. Zabelsky**, Chief, Current Services Branch, assisted by **Ruth Bramblett**, **Tonya Giampietro**, **Marybeth Morris**, **Theresa Graves**, **Susan Keehan**, **David Lassman**, **Christine Tucker**, **Gina Winchester**, and **Carolyn Polczynski**.

The processing system and computer programs were developed under the general direction of **H. Ray Dennis**, Assistant Division Chief for Business Programs in the Economic Programming Division. Implementation of these programs was under the direction of **Barry F. Sessamen**, Chief, Business Annual Surveys Programming Branch, assisted by **Jeffrey B. Burton**, **Kimberly A. Bankard**, **Laura A. Case**, **Neil O. Gray**, **William D. McClain**, **Maria F. Squashic**, and **George S. Varga**.

Sample design and statistical methodology were developed under the general direction of **Brian V. Greenberg**, Assistant Division Chief, Research and Methodology. Sample design, including estimation and variance methodology, were under the supervision of **Ruth E. Detlefsen**, Chief, Program Research and Development Branch, assisted by **Carol Veum** and **William Knowlton**. Sample control, imputation, and quality control procedures were developed under the supervision of **Carl A. Konschnik**, Chief, Statistical Methods Branch, assisted by **Linda Moore**.

Coordination of data collection efforts was under the direction of **Patricia Clark**, Acting Chief, Data Preparation Division, assisted by **Judi Petty**, **Matt Aulbach**, **Kenny Miller**, **Felicia Couch**, **Virginia Brown**, **Vicki Miles**, and Business Division's on-site analyst, **Carlene Bottorff**.

The staff of the Administrative and Publications Services Division, under the direction of **Walter C. Odom**, Chief, performed publication planning, design, composition, editorial review, printing planning, and procurement. **Gail Farren** provided publication coordination and editing.

Special acknowledgment also is due to the many businesses whose cooperation was essential to the publication of this report.

Inquiries concerning this report should be addressed to **Thomas E. Zabelsky**, Business Division, Bureau of the Census, Washington, D.C. 20233, telephone 301-763-5528 or 301-763-3990.

# Annual Survey of Communication Services: 1990



Issued March 1992



**U.S. Department of Commerce**  
**Barbara Hackman Franklin**, Secretary  
**Rockwell A. Schnabel**, Deputy Secretary  
**Economics and Statistics Administration**  
**Mark W. Plant**, Acting Under Secretary  
for Economic Affairs and Administrator  
**BUREAU OF THE CENSUS**  
**Barbara Everitt Bryant**, Director



**Economics and Statistics  
Administration**

**Mark W. Plant**, Acting Under Secretary  
for Economic Affairs and Administrator



**BUREAU OF THE CENSUS**

**Barbara Everitt Bryant**, Director

**C.L. Kincannon**, Deputy Director

**Charles A. Waite**, Associate Director  
for Economic Programs

**BUSINESS DIVISION**

**Howard N. Hamilton**, Chief

---

**SUGGESTED CITATION**

U.S. Bureau of the Census, Current Business Reports, BC/90, *Annual Survey of Communication Services: 1990*, U.S. Government Printing Office, Washington, D.C., 1991.

---



# Contents

## Introduction

Coverage .....	1
Dollar Values .....	1
Unpublished Data .....	1
Census Disclosure Rules .....	1

## Summary of Data

Telephone Communications .....	5
Radio and Television Broadcasting Services .....	13
Cable and Other Pay Television Services, Telegraph, and Other Communication Services..	19

## Figures

1. Communication Services (SIC 48)—Estimated Total Revenue and Expenses, by Kind of Business: 1990 .....	3
2. Telephone Communications (SIC 4811)—Estimated Year-to-Year Percent Changes in Revenue: 1989 and 1990 .....	5
3. Telephone Communications (SIC 4811)—Estimated Percentages of Revenue, by Source: 1990 .....	7
4. Telephone Communications (SIC 4811)—Estimated Percentages of Expenses, by Source: 1990 .....	7
5. Telephone Communications (SIC 4811)—Estimated Local, Long-Distance, and Network Access Revenue, by Type of Customer: 1990 .....	9
6. Telephone Communications (SIC 4811)—Estimated Long-Distance and Network Access Revenue from Intra- and Interstate Services: 1990 .....	10
7. Telephone Communications (SIC 4811)—Estimated Cellular and Other Radiotelephone Operating Revenue, by Type of Service: 1990 .....	11
8. Radio and Television Broadcasting Services (SIC 483)—Estimated Station Time Sales, by Source: 1990 .....	13
9. Radio Broadcasting Services (SIC 4832)—Estimated Percentages of Revenue, by Source: 1990 .....	14
10. Television Broadcasting Services (SIC 4833)—Estimated Percentages of Revenue, by Source: 1990 .....	15
11. Radio and Television Broadcasting Services (SIC 483)—Estimated Percentages of Expenses, by Source: 1990 .....	17
12. Cable and Other Pay Television Services (SIC 4899 pt.)—Estimated Revenue, by Source: 1989 and 1990 .....	19
13. Cable and Other Pay Television Services (SIC 4899 pt.)—Estimated Percentages of Revenue, by Source: 1990 .....	20
14. Cable and Other Pay Television Services, Telegraph, and Other Communication Services (SIC 4821 + 4899)—Estimated Expenses, by Type: 1989 and 1990 .....	22

## Tables

1.	Communication Services (SIC 48)—Summary Statistics, by Kind of Business: 1989 and 1990 .....	2
1A.	Estimated Coefficients of Variation for SIC 48: 1989 and 1990.....	2
2.	Communication Services (SIC 48)—Estimated Corporate Revenue, by Kind of Business: 1990.....	3
3.	Telephone Communications (SIC 4811)—Estimated Operating Revenue, Expenses, and Coefficients of Variation: 1989 and 1990 .....	6
4.	Telephone Communications (SIC 4811)—Components of Estimated Operating Revenue, Expenses, and Coefficients of Variation: 1989 and 1990.....	8
5.	Telephone Communications (SIC 4811)—Estimated Local, Long-Distance, Network Access Revenue, and Coefficients of Variation, by Type of Customer and Service: 1990 .....	9
6.	Telephone Communications (SIC 4811)—Estimated Cellular and Other Radiotelephone Operating Revenue and Coefficients of Variation, by Type of Service: 1990 .....	10
7.	Radio and Television Broadcasting Services (SIC 483)—Estimated Operating Revenue and Expenses, by Kind of Business: 1989 and 1990.....	14
8.	Radio and Television Broadcasting Services (SIC 483)—Coefficients of Variation for Estimated Operating Revenue and Expenses, by Kind of Business: 1989 and 1990.....	15
9.	Radio Broadcasting Services (SIC 4832)—Components of Estimated Operating Revenue, Expenses, and Coefficients of Variation: 1989 and 1990.....	16
10.	Television Broadcasting Services (SIC 4833)—Components of Estimated Operating Revenue, Expenses, and Coefficients of Variation: 1989 and 1990.....	18
11.	Cable and Other Pay Television Services (SIC 4899 pt.)—Estimated Operating Revenue and Coefficients of Variation: 1989 and 1990.....	20
12.	Cable and Other Pay Television Services, Telegraph, and Other Communication Services (SIC 4821 + 4899)—Estimated Operating Expenses and Coefficients of Variation: 1989 and 1990 .....	21

## Appendixes

A.	Explanatory Material .....	A-1
B.	Kind-of-Business Classifications.....	B-1
C.	Report Forms.....	C-1

# INTRODUCTION

---

This report presents the results from the 1990 Annual Survey of Communication Services. The introduction of this survey in 1991 is part of a multiyear Presidential initiative to improve the quality of economic statistics. A major objective of this initiative is to increase the statistical coverage of the services sector which accounts for more than 70 percent of our Nation's total output.

Despite the major role that services play in our economy, the U.S. statistical system is still oriented towards agriculture, manufacturing, and mining with far less data collected for the service-producing industries. To rectify these gaps in coverage, the Census Bureau is undertaking its largest program expansion in over 40 years to bring basic data collection in services close to parity with the goods-producing sector. The Annual Survey of Communication Services is an important component of this expansion program, and is designed to fill major data gaps for the communication service industries.

## Coverage

The Annual Survey of Communication Services covers all employer firms with one or more establishments that are primarily engaged in providing point-to-point communication services, whether by wire or radio, and whether intended to be received aurally or visually. This includes telephone communications, including cellular and other radiotelephone services; telegraph and other message communications, such as electronic mail services, facsimile transmission services, telex services, and so on; radio and television broadcasting stations and networks; cable and other pay television services; and other communication services, such as radar station operations, satellite earth stations, satellite or missile tracking stations, and so on.

This report presents statistics that are summarized by kind-of-business classification based on the 1972 edition of the *Standard Industrial Classification Manual* and the 1977 supplement, issued by the Office of Management and Budget.

A more detailed explanation of the survey coverage, and sampling and estimation methodology appears in appendix A. Appendix B provides a description of each kind of business included in this report. Extracts of the 1990 report forms are provided in appendix C.

## Dollar Values

All dollar values presented in this report are expressed in current dollars, that is, 1990 data are expressed in 1990 dollars and 1989 data in 1989 dollars. Consequently, when comparing data to prior years, users also should consider price level changes.

## Unpublished Data

Estimates for some kinds of business not separately shown in this report are produced as a by-product of the published statistics. These additional data have not been published because of their high sampling variability, poor response quality, or other factors that resulted in their failure to meet Census Bureau standards for publication. The Bureau of the Census, upon written request, will release such figures for individual use. It should be noted that some unpublished figures can be derived from this report by subtracting published data from their respective totals. However, such figures would be subject to the limitations described previously. These unpublished estimates are for your internal use only.

## Census Disclosure Rules

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual firm.

Table 1. Communication Services (SIC 48)—Summary Statistics, by Kind of Business: 1989 and 1990

Item	Communication services (SIC 48)	Telephone services (SIC 4811)	Radio and television broadcasting (SIC 483)	Radio broadcasting (SIC 4832)	Television broadcasting (SIC 4833)	Cable television, telegraph, and other communication services (SIC 4821 + 4899)
<b>Total Operating Revenue</b>						
Millions of dollars						
1990 .....	211,640	156,003	28,684	7,391	21,293	26,954
1989 .....	202,820	150,935	27,882	7,341	20,540	24,004
Percent change 1990/1989.....	4.4	3.4	2.9	0.7	3.7	12.3
<b>Total Operating Expenses</b>						
Millions of dollars						
1990 .....	173,615	126,775	24,948	6,788	18,160	21,892
1989 .....	166,421	123,131	23,810	6,688	17,122	19,480
Percent change 1990/1989.....	4.3	3.0	4.8	1.5	6.1	12.4
<b>Annual Payroll</b>						
Millions of dollars						
1990 .....	41,312	30,799	6,681	2,636	4,045	3,832
1989 .....	39,212	29,205	6,478	2,577	3,901	3,529
Percent change 1990/1989.....	5.4	5.5	3.1	2.3	3.7	8.6
<b>Employer Contributions to Social Security and Other Supplemental Benefits</b>						
Millions of dollars						
1990 .....	9,101	7,303	1,056	361	696	742
1989 .....	8,841	7,166	1,008	351	657	667
Percent change 1990/1989.....	2.9	1.9	4.8	2.8	5.9	11.2

Note: Tables 3, 8, 2, and 12 provide estimated measures of sampling variability (coefficients of variation) for SIC 4811, 483, 4832, 4833 and 4821 + 4899, respectively. Estimated coefficients of variation for revenue, expenses, and payroll estimates for SIC 48 are:

Table 1A. Estimated Coefficients of Variation for SIC 48: 1989 and 1990

SIC	Total operating revenue			Total operating expenses			Annual payroll			Employer contributions to Social Security and other supplemental benefits		
	1990	1989	1990/1989	1990	1989	1990/1989	1990	1989	1990/1989	1990	1989	1990/1989
48 .....	1.5	1.3	0.3	1.5	1.4	0.2	1.3	1.1	0.4	0.8	0.6	0.2

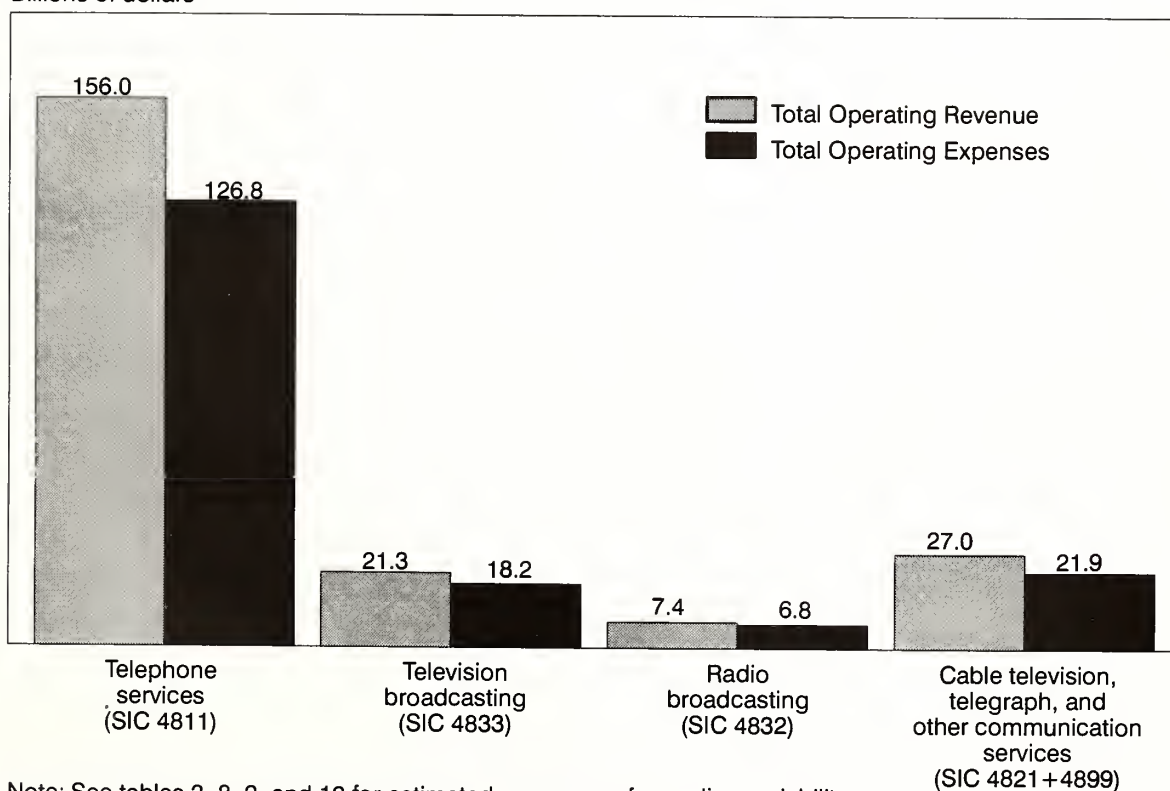


Table 2. Communication Services (SIC 48)—Estimated Corporate Revenue, by Kind of Business: 1990


SIC code	Kind of business	Total operating revenue (Millions of dollars)	Total operating revenue from corporations (Percent)	Coefficients of variation	
				Dollar volume	Percent of total
48	Communication services.....	211,640	97.5	1.5	0.6
4811	Telephone services.....	156,003	99.6	1.9	0.1
483	Radio and television broadcasting.....	28,684	94.6	1.8	1.0
4832	Radio broadcasting.....	7,391	92.0	3.5	1.8
4833	Television broadcasting.....	21,293	95.6	2.1	0.9
4821 + 4899	Cable and other pay television services, telegraph, and other communication services.....	26,954	88.5	3.4	1.2

Figure 1.  
**Communication Services (SIC 48)—Estimated  
 Total Revenue and Expenses, by Kind of Business: 1990**

Billions of dollars



Note: See tables 3, 8, 2, and 12 for estimated measures of sampling variability (coefficients of variation) for 1990.



Digitized by the Internet Archive  
in 2012 with funding from  
LYRASIS Members and Sloan Foundation

<http://archive.org/details/annualsurveyofco00unit>

# TELEPHONE COMMUNICATIONS

## SUMMARY OF DATA

Revenue for U.S. telephone firms totaled more than \$156.0 billion in 1990, an increase of 3.4 percent ( $\pm 0.5$  percent) compared to 1989.

Long-distance service provided 43.7 percent of all telephone industry revenue in 1990, totaling \$68.1 billion and increasing 3.0 percent over the prior year. Local service revenue gained 3.7 percent from 1989 to \$39.2 billion in 1990, while network access revenue was up just 0.8 percent from the previous year.

Nonresidential customers were the source of \$88.6 billion in telephone industry revenue, accounting for 56.8 percent of all revenue for long-distance, local, and network access services. In 1990, long-distance revenue and network access revenue from interstate services were 61.4 percent and 71.7 percent, respectively.

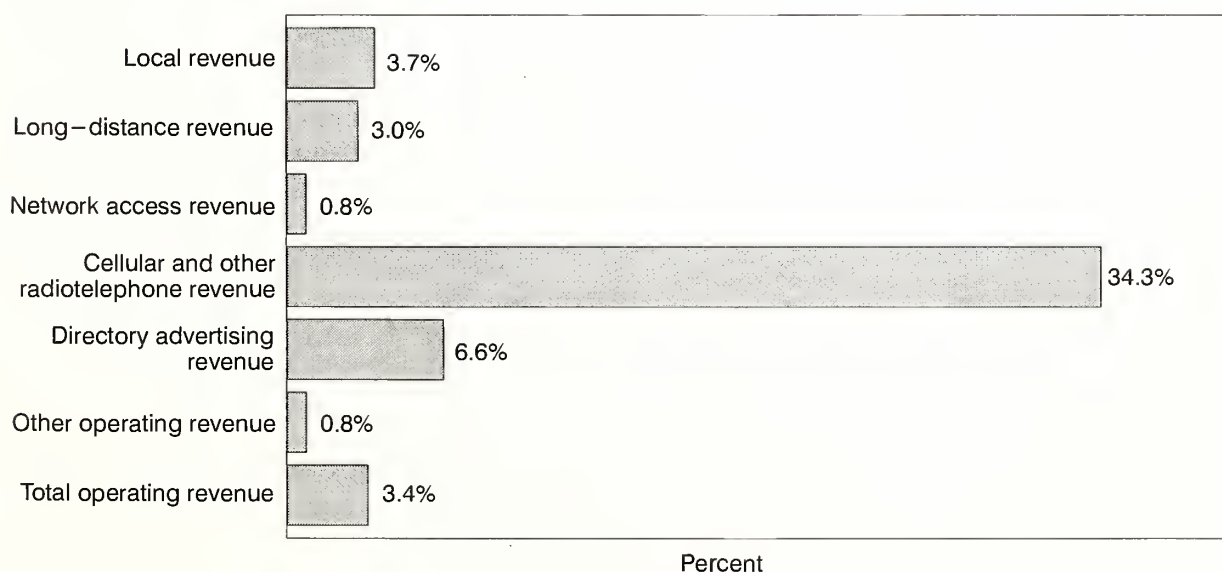
Revenue for cellular and radiotelephone services, and telephone directory advertising showed the highest rates of year-to-year growth. Cellular and radiotelephone service revenue increased a dramatic 34.3 percent, to almost \$3.6 billion in 1990. While contributing only 2.3 percent of total industry revenue, cellular and other radiotelephone revenue accounted for 18.0 percent of its growth in 1990.

Telephone industry expenses reached a total of nearly \$126.8 billion in 1990, an increase of 3.0 percent ( $\pm 0.3$  percent) from 1989.

Annual payroll was the telephone industry's largest single expense. In 1990, industry payroll exceeded \$30.8 billion, accounted for nearly 24.3 percent of all industry expenses, and increased 5.5 percent ( $\pm 0.7$  percent) over the prior year.

Reflecting intense competition for market share among long-distance firms, telephone industry advertising expenses rose 23.3 percent between 1989 and 1990.

Figure 2.  
**Telephone Communications (SIC 4811)—Estimated Year-to-Year Percent Changes in Revenue: 1989 and 1990**



Note: See table 3 for estimated measures of sampling variability (coefficients of variation) for 1989 and 1990.

Table 3. Telephone Communications (SIC 4811)—Estimated Operating Revenue, Expenses, and Coefficients of Variation: 1989 and 1990

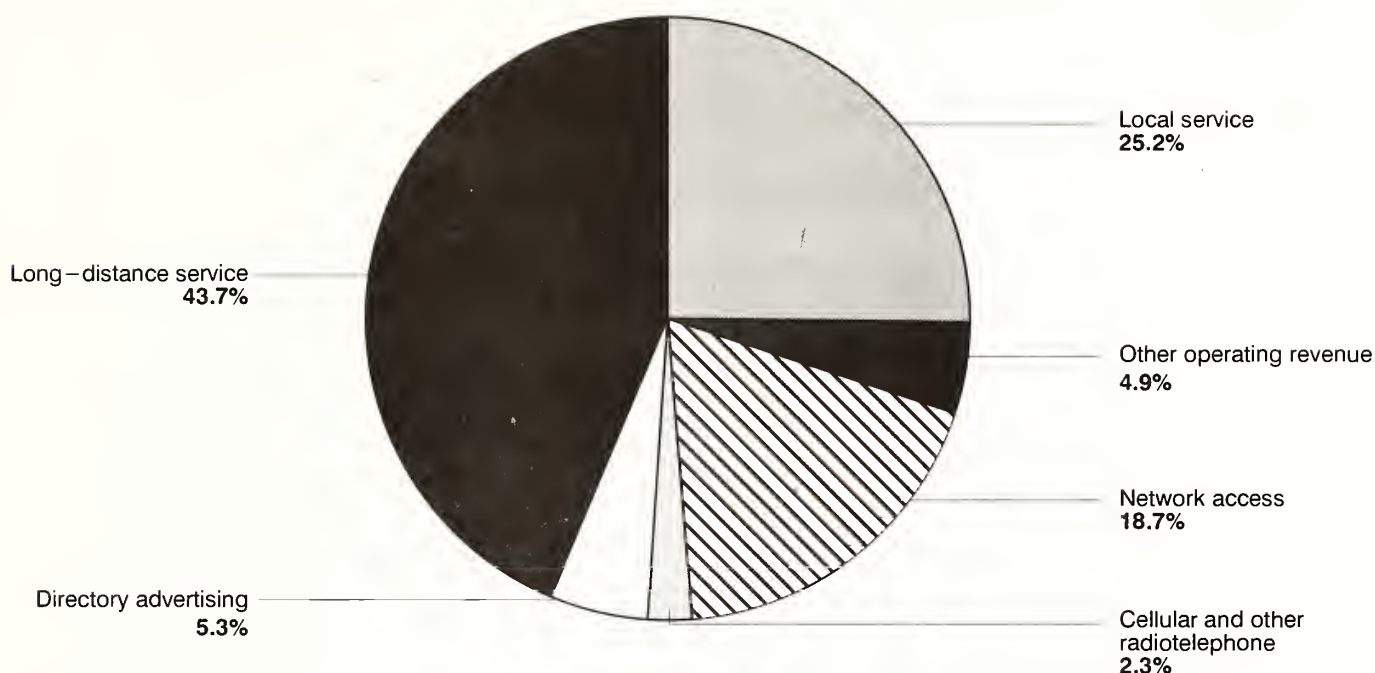
Item	Millions of dollars		Percent change 1990/1989	Coefficients of variation		
	1990	1989		Dollar volume		Year-to-year ratio 1990/1989
				1990	1989	
<b>Operating Revenue</b>						
Total .....	156,003	150,935	3.4	1.9	1.7	0.3
Local service .....	39,231	37,816	3.7	0.9	0.8	0.2
Long-distance service .....	68,128	66,165	3.0	4.0	3.6	0.7
Network access .....	29,189	28,971	0.8	0.7	0.7	0.1
Cellular and other radiotelephone .....	3,563	2,652	34.3	4.7	3.7	1.6
Directory advertising .....	8,187	7,683	6.6	0.8	1.2	0.5
Other operating revenue .....	7,705	7,647	0.8	2.5	2.3	0.4
<b>Operating Expenses</b>						
Total .....	126,775	123,131	3.0	2.0	1.8	0.2
Annual payroll .....	30,799	29,205	5.5	1.6	1.3	0.4
Employer contributions to Social Security and other supplemental benefits .....	7,303	7,166	1.9	0.8	0.6	0.2
Access charges .....	25,003	24,783	0.9	5.8	6.0	0.4
Depreciation .....	22,817	22,561	1.1	1.0	0.9	0.3
Lease and rental .....	3,442	3,592	-4.2	3.8	1.7	2.8
Purchased repairs .....	2,819	2,624	7.4	1.3	1.2	0.5
Insurance .....	171	170	0.4	11.4	13.1	1.9
Telephone and other purchased communication services .....	485	406	19.4	18.7	15.8	4.2
Purchased utilities .....	889	882	0.7	1.0	5.3	4.7
Purchased advertising .....	2,004	1,625	23.3	1.4	1.7	0.5
Taxes .....	5,106	4,930	3.6	1.4	1.3	0.1
Other operating expenses .....	25,939	25,186	3.0	1.0	0.7	0.6

Note: Detail may not add to total due to rounding.



Figure 3.  
**Telephone Communications (SIC 4811)—Estimated  
 Percentages of Revenue, by Source: 1990**

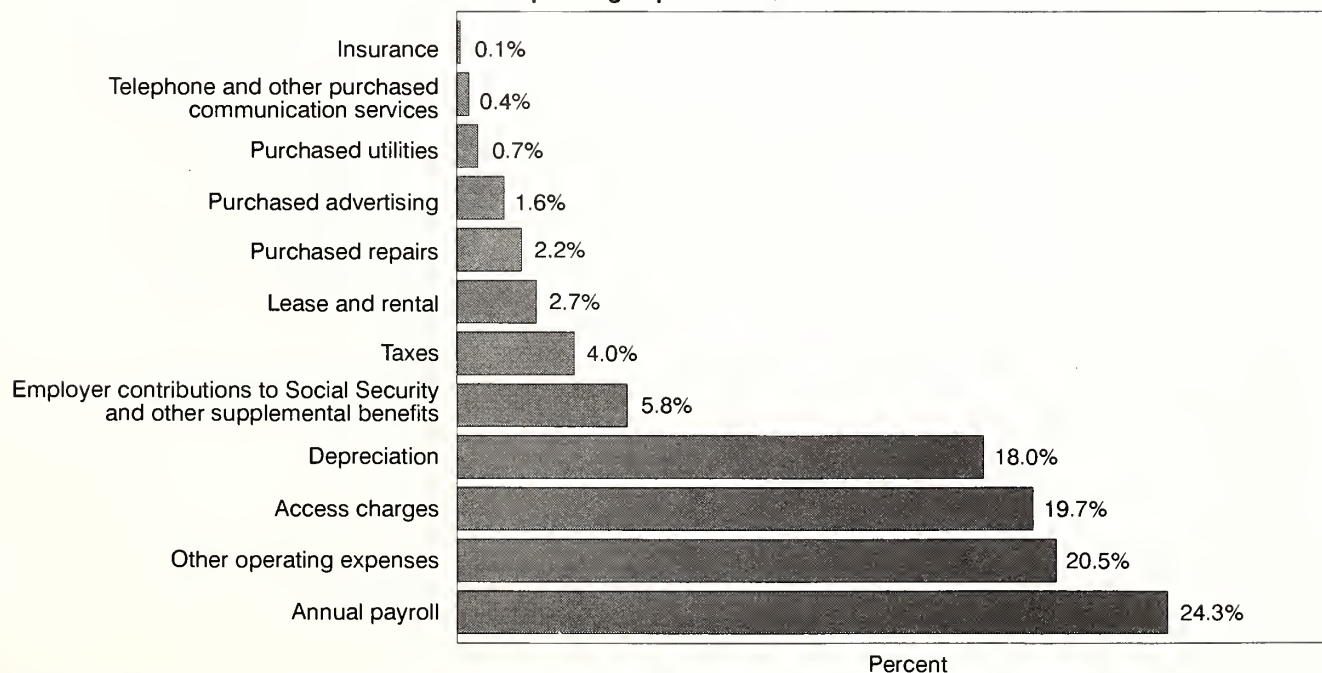
Total Operating Revenue = \$156.0 billion



Note: See table 4 for estimated measures of sampling variability (coefficients of variation for percent of total) for 1990.

Figure 4.  
**Telephone Communications (SIC 4811)—Estimated  
 Percentages of Expenses, by Source: 1990**

Total Operating Expenses = \$126.8 billion



Note: See table 4 for estimated measures of sampling variability (coefficients of variation for percent of total) for 1990.

Table 4. Telephone Communications (SIC 4811)—Components of Estimated Operating Revenue, Expenses, and Coefficients of Variation: 1989 and 1990

Item	Millions of dollars		Percent of total		Coefficients of variation			
					Dollar volume		Percent of total	
	1990	1989	1990	1989	1990	1989	1990	1989
<b>Operating Revenue</b>								
Total .....	156,003	150,935	100.0	100.0	1.9	1.7	(X)	(X)
Local service .....	39,231	37,816	25.2	25.1	0.9	0.8	2.0	1.8
Long-distance service .....	68,128	66,165	43.7	43.8	4.0	3.6	2.3	2.0
Network access .....	29,189	28,971	18.7	19.2	0.7	0.7	1.9	1.7
Cellular and other radiotelephone .....	3,563	2,652	2.3	1.8	4.7	3.7	5.2	4.2
Directory advertising .....	8,187	7,683	5.3	5.1	0.8	1.2	1.5	1.1
Other operating revenue .....	7,705	7,647	4.9	5.1	2.5	2.3	1.9	1.7
<b>Operating Expenses</b>								
Total .....	126,775	123,131	100.0	100.0	2.0	1.8	(X)	(X)
Annual payroll .....	30,799	29,205	24.3	23.7	1.6	1.3	0.7	0.9
Employer contributions to Social Security and other supplemental benefits .....	7,303	7,166	5.8	5.8	0.8	0.6	1.6	1.6
Plans required under Federal and State legislation .....	3,271	3,311	2.6	2.7	0.8	0.5	1.6	1.6
Other fringe benefit plans .....	4,031	3,855	3.2	3.1	0.9	0.7	1.7	1.5
Access charges .....	25,003	24,783	19.7	20.1	5.8	6.0	4.0	4.2
Depreciation .....	22,817	22,561	18.0	18.3	1.0	0.9	1.4	1.2
Buildings, offices, and structures .....	769	756	0.6	0.6	3.8	3.9	2.3	2.4
Communication systems .....	18,320	18,336	14.5	14.9	0.9	0.9	1.3	1.1
Vehicles, machinery and equipment, and other tangible assets .....	3,728	3,469	2.9	2.8	4.0	2.5	4.5	3.1
Lease and rental .....	3,442	3,592	2.7	2.9	3.8	1.7	2.0	0.8
Buildings, offices, and structures .....	1,520	1,426	1.2	1.2	7.0	1.4	5.8	1.0
Communication systems .....	1,178	1,215	0.9	1.0	5.8	4.0	4.6	2.8
Vehicles, and other machinery and equipment .....	744	951	0.6	0.8	0.8	0.7	2.0	2.0
Purchased repairs .....	2,819	2,624	2.2	2.1	1.3	1.2	2.3	2.1
Buildings, offices and structures .....	499	484	0.4	0.4	1.2	2.8	2.0	3.0
Communication systems .....	1,834	1,699	1.5	1.4	1.7	1.6	2.6	2.4
Vehicles, and other machinery and equipment .....	486	441	0.4	0.4	1.2	1.6	2.1	2.5
Insurance .....	171	170	0.1	0.1	11.4	13.1	10.0	11.7
Telephone and other purchased communication services .....	485	406	0.4	0.3	18.7	15.8	19.0	16.1
Purchased utilities .....	889	882	0.7	0.7	1.0	5.3	1.6	4.0
Purchased advertising .....	2,004	1,625	1.6	1.3	1.4	1.7	1.7	1.6
Taxes .....	5,106	4,930	4.0	4.0	1.4	1.3	2.0	1.9
Other operating expenses .....	25,939	25,186	20.5	20.5	1.0	0.7	1.2	1.3

X Not applicable.

Note: Detail may not add to total due to rounding.

**Table 5. Telephone Communications (SIC 4811)—Estimated Local, Long-Distance, Network Access Revenue, and Coefficients of Variation, by Type of Customer and Service: 1990**




Item	Millions of dollars			Coefficients of variation		
	Local service	Long-distance service	Network access	Local service	Long-distance service	Network access
Total Dollar Volume .....	39,231	68,128	29,189	0.9	4.0	0.7
<b>Type of customer</b>						
Residential .....	19,399	23,187	5,351	0.5	3.3	2.1
Nonresidential .....	19,832	44,941	23,838	0.5	1.7	0.5
<b>Type of service</b>						
Intrastate .....	(NA)	26,290	8,263	(NA)	2.2	0.7
Interstate .....	(NA)	41,839	20,926	(NA)	1.4	0.3

NA Not available.

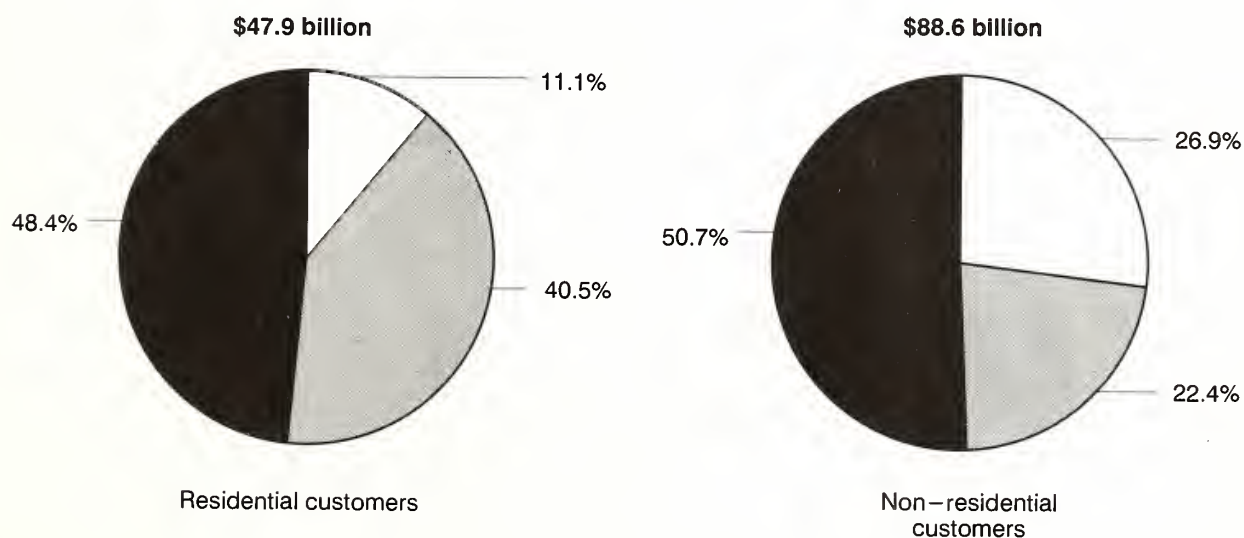
Note: Detail may not add to total due to rounding.

Figure 5.

**Telephone Communications (SIC 4811)—Estimated Local, Long-Distance, and Network Access Revenue, by Type of Customer: 1990**

 Network access revenue  
 Local revenue  
 Long-distance revenue

Total Network Access, Long-Distance and Local Revenue =



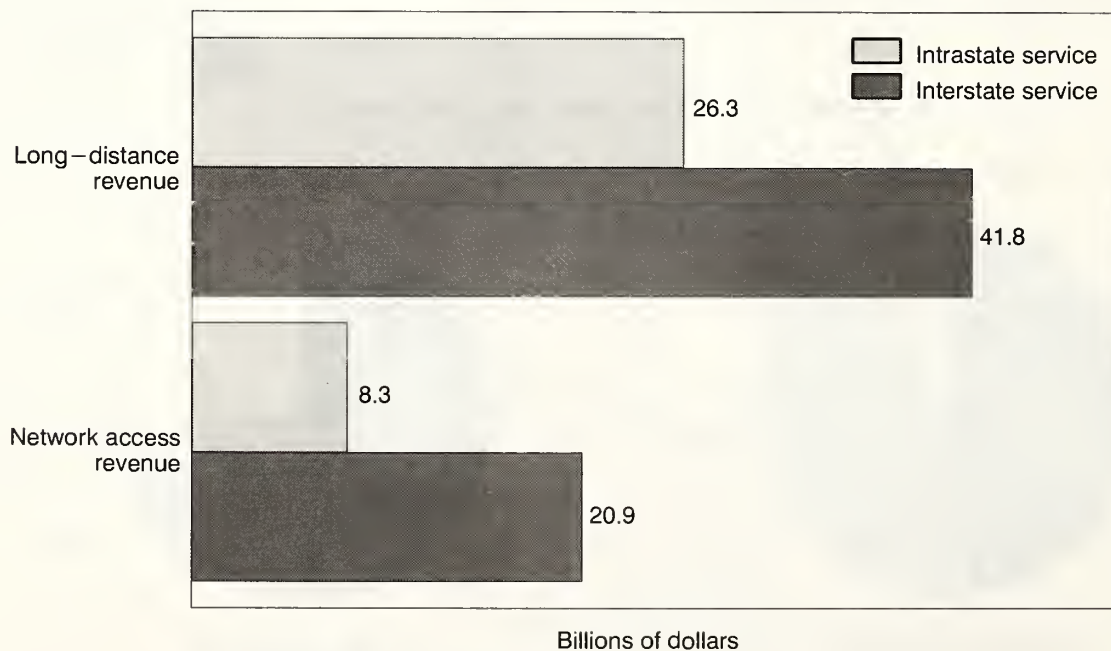
Note: These estimates are subject to sampling variability, however, measures of sampling variability have not been calculated.

**Table 6. Telephone Communications (SIC 4811)—Estimated Cellular and Other Radiotelephone Operating Revenue and Coefficients of Variation, by Type of Service: 1990**

Item	Millions of dollar	Coefficients of variation
Cellular and other radiotelephone revenue .....	3,563	4.7
<b>Type of service</b>		
Air time .....	1,716	2.1
Basic service .....	1,092	1.9
Long-distance service.....	48	11.5
Roaming charges .....	289	7.1
All other services.....	418	14.5

Note: Detail may not add to total due to rounding.

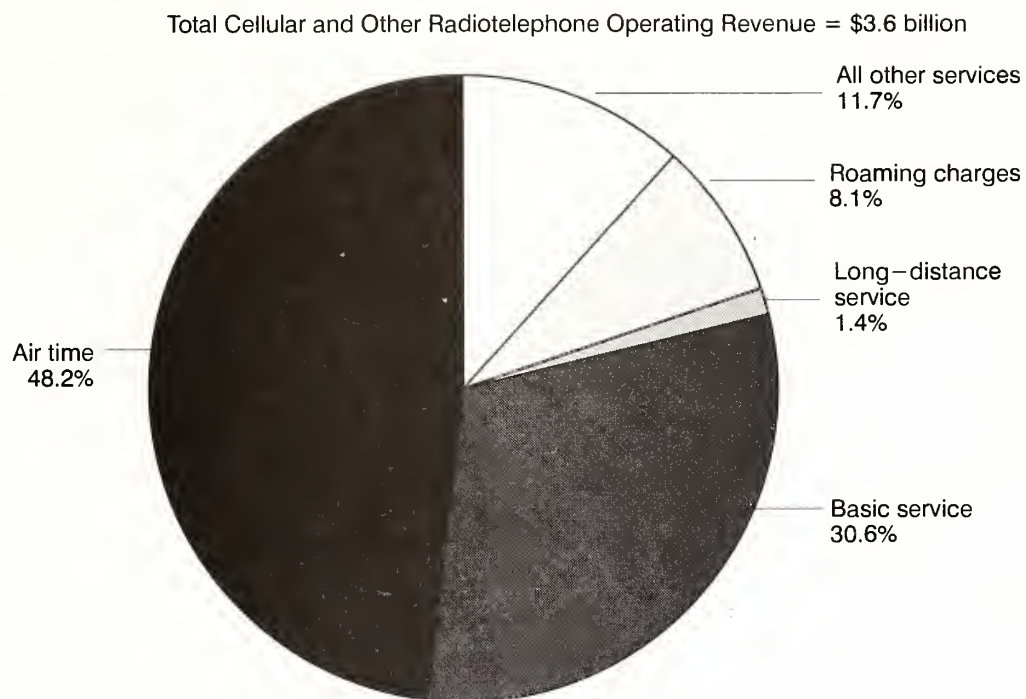
**Figure 6.**  
**Telephone Communications (SIC 4811)—Estimated Long-Distance and Network Access Revenue from Intra- and Interstate Services: 1990**



Note: See table 5 for estimated measures of sampling variability (coefficients of variation) for 1990.



Figure 7.  
Telephone Communications (SIC 4811)—Estimated Cellular and Other  
Radiotelephone Operating Revenue, by Type of Service: 1990



Note: These estimates are subject to sampling variability, however, measures of sampling variability have not been calculated.



# RADIO AND TELEVISION BROADCASTING SERVICES

## SUMMARY OF DATA

Total operating revenue for U.S. television and radio broadcasters combined was \$28.7 billion in 1990, an increase of 2.9 percent ( $\pm 1.2$  percent) over 1989. Revenue for television stations and networks totaled \$21.3 billion in 1990, accounted for 74.2 percent of the combined total for all broadcasters, and increased 3.7 percent ( $\pm 1.7$  percent) over the previous year. In 1989, total operating revenue for radio broadcasters was \$7.3 billion and \$7.4 billion in 1990.

Total operating expenses for all broadcasters rose 4.8 percent to \$24.5 billion ( $\pm 1.4$  percent) in 1990. Television broadcasters' operating expenses totaled \$18.1 billion and were up 6.1 percent ( $\pm 1.8$  percent) from 1989. In 1990, total expenses for radio broadcasters were \$6.8 billion and \$6.7 billion for the previous year.

Sales of television station time to networks, advertisers, and sponsors (station time sales) accounted for 57.2 percent of total television industry revenue in 1990 and were up 2.7 percent from 1989. Television station revenue from national and regional advertising rose 3.8 percent.

Local advertising revenue was \$6.3 billion in 1990 and \$6.2 billion in 1989. Network time sales in 1990 were up 3.7 percent from the previous year.




Broadcast rights to first-run programs, feature films, syndicated programming, sporting events, etc., accounted for 42.1 percent of total operating expenses for the television industry in 1990, and increased 8.8 percent from 1989. Industry payroll in 1990 rose 3.7 percent ( $\pm 2.1$  percent) from the previous year to \$4.0 billion. Television broadcasters' contributions in 1990 to Social Security and other employee benefit plans increased 5.9 percent from 1989.

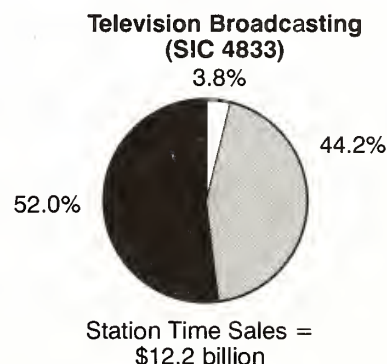
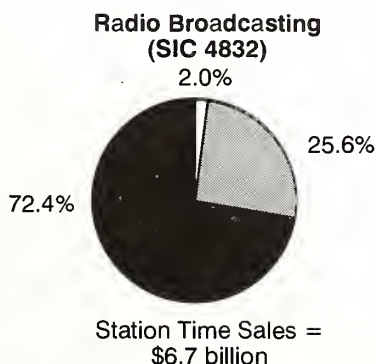
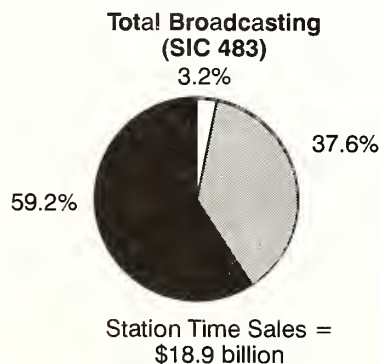
Radio network time sales in 1990 were \$328 million compared to \$324 million in 1989, while station time sales, which accounted for 90.3 percent of total radio industry revenue, were virtually unchanged from the previous year.

Annual payroll was the largest component of total expenses for the radio industry. In 1990, industry payroll was \$2.6 billion, and accounted for 38.8 percent of total expenses. Purchased advertising of radio broadcasters in 1990 fell 6.6 percent from 1989.

Figure 8.

**Radio and Television Broadcasting Services (SIC 483)—Estimated Station Time Sales, by Source: 1990**

 Network compensation revenue  
 National/regional advertising revenue  
 Local advertising revenue



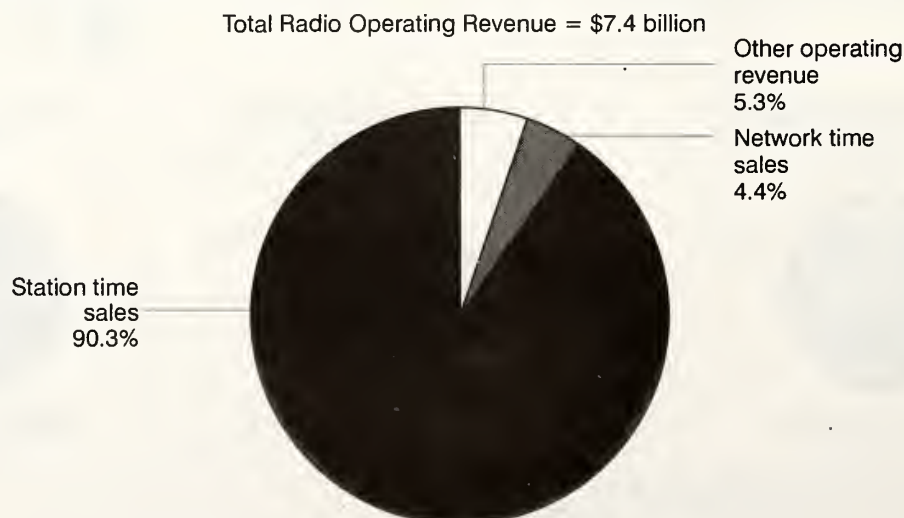
Note: These estimates are subject to sampling variability, however, measures of sampling variability have not been calculated.

**Table 7. Radio and Television Broadcasting Services (SIC 483)—Estimated Operating Revenue and Expenses, by Kind of Business: 1989 and 1990**

Item	Total broadcasting			Radio (SIC 4832)			Television (SIC 4833)		
	Millions of dollars		Percent change 1990/1989	Millions of dollars		Percent change 1990/1989	Millions of dollars		Percent change 1990/1989
	1990	1989		1990	1989		1990	1989	
<b>Operating Revenue</b>									
Total .....	28,684	27,882	2.9	7,391	7,341	0.7	21,293	20,540	3.7
Station time sales .....	18,847	18,511	1.8	6,670	6,658	0.2	12,176	11,854	2.7
Network compensation .....	592	587	0.8	131	124	6.0	461	464	-0.6
National/regional advertising .....	7,090	6,868	3.2	1,712	1,687	1.5	5,378	5,181	3.8
Local advertising .....	11,164	11,056	1.0	4,827	4,847	-0.4	6,337	6,209	2.1
Network time sales .....	8,178	7,893	3.6	328	324	1.3	7,850	7,569	3.7
Other operating revenue .....	1,660	1,477	12.3	392	360	9.0	1,267	1,118	13.4
<b>Operating Expenses</b>									
Total .....	24,948	23,810	4.8	6,788	6,688	1.5	18,160	17,122	6.1
Annual payroll .....	6,681	6,478	3.1	2,636	2,577	2.3	4,045	3,901	3.7
Employer contributions to Social Security and other supplemental benefits .....	1,056	1,008	4.8	361	351	2.8	696	657	5.9
Broadcast rights .....	8,085	7,458	8.4	445	438	1.7	7,641	7,020	8.8
Music license fees .....	357	364	-1.8	152	151	0.7	205	212	-3.6
Network compensation fees .....	525	513	2.3	103	90	13.6	422	423	-0.1
Depreciation .....	1,372	1,377	-0.3	516	525	-1.7	856	852	0.5
Lease and rental .....	514	511	0.6	173	167	3.7	340	344	-0.9
Purchased repairs .....	249	244	2.0	86	84	3.0	163	160	1.5
Insurance .....	147	149	-1.4	69	70	-1.8	78	78	-1.0
Telephone and other purchased communication services .....	241	238	0.9	113	114	-1.0	128	124	2.8
Purchased utilities .....	255	250	2.1	98	95	3.0	157	155	1.6
Purchased advertising .....	951	963	-1.3	392	419	-6.6	559	544	2.8
Taxes .....	174	179	-3.0	61	62	-1.2	113	117	-3.9
Other operating expenses .....	4,341	4,079	6.4	1,582	1,544	2.5	2,758	2,535	8.8

Note: Table 8 provides estimated measures of sampling variability (coefficients of variation) for SIC 483, 4832, and 4833. Detail may not add to total due to rounding.

**Figure 9.**  
**Radio Broadcasting Services (SIC 4832)—Estimated Percentages of Revenue, by Source: 1990**



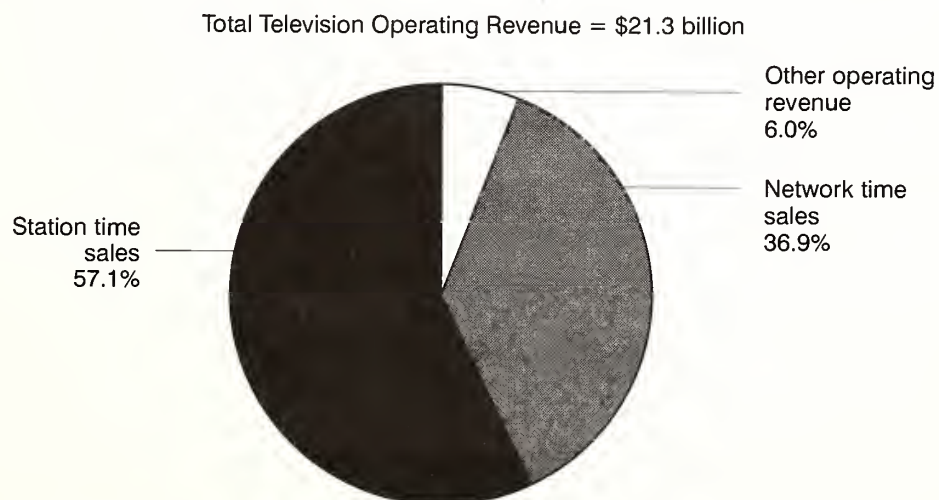
Note: See table 8 for estimated measures of sampling variability (coefficients of variation for percent of total) for 1990.



Table 8. **Radio and Television Broadcasting Services (SIC 483)—Coefficients of Variation for Estimated Operating Revenue and Expenses, by Kind of Business: 1989 and 1990**

Item	Total broadcasting (Coefficients of variation)			Radio (SIC 4832) (Coefficients of variation)			Television (SIC 4833) (Coefficients of variation)		
	Dollar volume		Year- to- year ratio 1990/1989	Dollar volume		Year-to- year ratio 1990/1989	Dollar volume		Year-to- year ratio 1990/1989
	1990	1989		1990	1989		1990	1989	
<b>Operating Revenue</b>									
Total .....	1.8	1.7	0.7	3.5	3.6	0.8	2.1	1.9	1.0
Station time sales .....	2.8	2.7	0.8	3.2	3.4	0.9	3.9	3.7	1.0
Network compensation .....	8.0	7.8	1.1	6.0	6.4	3.7	10.1	9.7	1.1
National/regional advertising .....	2.8	2.9	0.8	5.2	5.3	1.5	3.3	3.4	1.0
Local advertising .....	3.2	3.0	0.8	3.5	3.8	1.0	4.9	4.4	1.2
Network time sales .....	0.7	0.9	0.7	2.0	1.7	0.8	0.7	0.9	0.8
Other operating revenue .....	16.9	17.5	2.7	18.7	19.7	2.6	21.3	22.3	3.5
<b>Operating Expenses</b>									
Total .....	2.3	2.2	0.8	3.9	4.2	0.9	2.8	2.6	1.0
Annual payroll .....	2.7	2.5	0.8	2.8	3.1	0.7	4.0	3.6	1.2
Employer contributions to Social Security and other supplemental benefits .....	3.0	2.6	1.1	3.4	3.5	1.2	4.2	3.5	1.6
Broadcast rights .....	3.4	3.8	1.1	19.8	21.4	1.9	3.4	3.8	1.1
Music license fees .....	2.7	2.8	1.0	3.6	3.7	1.8	3.9	4.0	1.1
Network compensation fees .....	4.4	3.1	2.0	20.8	16.1	4.9	2.1	1.5	2.0
Depreciation .....	4.9	4.6	1.7	8.2	8.2	3.2	6.1	5.4	2.0
Lease and rental .....	3.7	3.4	0.8	5.8	5.2	1.3	4.7	4.4	1.0
Purchased repairs .....	4.4	4.5	2.0	5.5	6.1	1.9	6.0	6.1	2.8
Insurance .....	4.0	4.1	1.2	5.6	6.3	1.6	5.7	5.3	1.9
Telephone and other purchased communication services .....	3.0	3.3	1.2	4.0	4.4	1.3	4.5	4.8	2.0
Purchased utilities .....	6.2	6.2	0.9	4.8	5.3	1.4	9.6	9.5	1.1
Purchased advertising .....	2.6	2.9	2.0	5.4	5.6	1.8	2.2	2.7	3.2
Taxes .....	3.9	3.6	2.4	5.2	5.4	1.8	5.4	4.7	3.5
Other operating expenses .....	3.1	2.9	1.7	5.3	5.7	1.7	3.8	3.2	2.5

Figure 10.  
**Television Broadcasting Services (SIC 4833)—Estimated Percentages of Revenue, by Source: 1990**



Note: See table 8 for estimated measures of sampling variability (coefficients of variation for percent of total) for 1990.

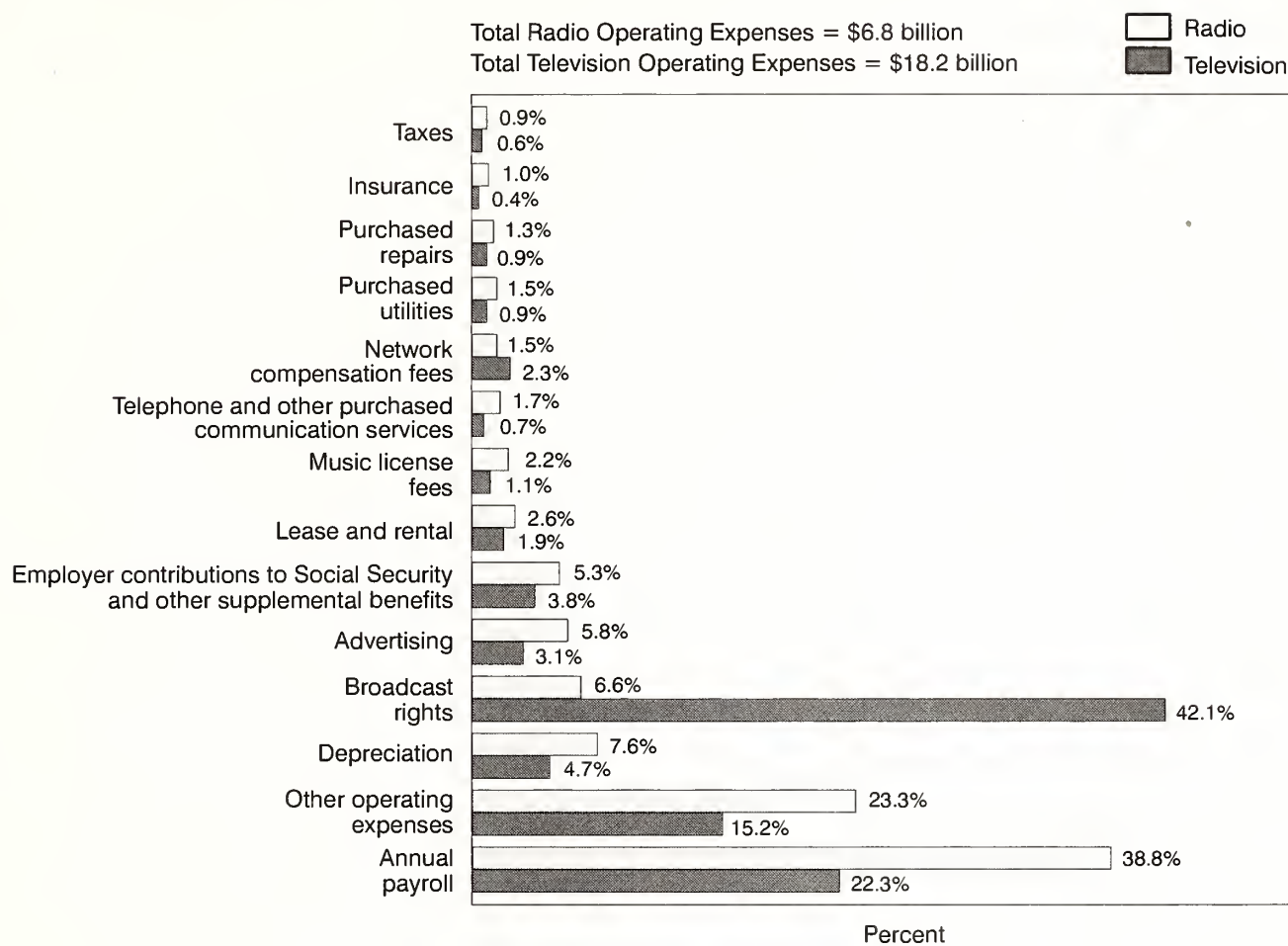
**Table 9. Radio Broadcasting Services (SIC 4832)—Components of Estimated Operating Revenue, Expenses, and Coefficients of Variation: 1989 and 1990**

Item	Millions of dollars		Percent of total		Coefficients of variation			
	1990	1989	1990	1989	Dollar volume		Percent of total	
					1990	1989	1990	1989
<b>Operating Revenue</b>								
Total.....	7,391	7,341	100.0	100.0	3.5	3.6	(X)	(X)
Station time sales.....	6,670	6,658	90.3	90.7	3.2	3.4	0.9	0.9
Network compensation.....	131	124	1.8	1.7	6.0	6.4	8.3	7.7
National/regional advertising.....	1,712	1,687	23.2	23.0	5.2	5.3	3.4	4.1
Local advertising.....	4,827	4,847	65.3	66.0	3.5	3.8	1.8	1.8
Network time sales.....	328	324	4.4	4.4	2.0	1.7	3.8	3.7
Other operating revenue.....	392	360	5.3	4.9	18.7	19.7	16.4	17.6
<b>Operating Expenses</b>								
Total.....	6,788	6,688	100.0	100.0	3.9	4.2	(X)	(X)
Annual payroll.....	2,636	2,577	38.8	38.5	2.8	3.1	2.3	2.3
Employer contributions to Social Security and other supplemental benefits.....	361	351	5.3	5.3	3.4	3.5	2.1	2.0
Plans required under Federal and State legislation.....	189	185	2.8	2.8	3.7	3.9	2.5	2.6
Other fringe benefit plans.....	171	166	2.5	2.5	3.6	3.6	2.5	2.4
Broadcast rights.....	445	438	6.6	6.5	19.8	21.4	17.6	19.2
Music license fees.....	152	151	2.2	2.3	3.6	3.7	3.0	2.6
Network compensation fees.....	103	90	1.5	1.4	20.8	16.1	20.0	15.6
Depreciation.....	516	525	7.6	7.9	8.2	8.2	7.2	6.9
Buildings, offices, and structures.....	114	130	1.7	1.9	8.7	10.4	8.1	9.0
Transmission systems.....	186	183	2.7	2.7	8.6	8.1	6.1	5.4
Vehicles, machinery and equipment, and other tangible assets.....	216	212	3.2	3.2	13.4	13.2	13.4	13.2
Lease and rental.....	173	167	2.6	2.5	5.8	5.2	3.6	3.0
Buildings, offices, and structures.....	114	112	1.7	1.7	5.9	6.2	3.0	3.4
Transmission systems.....	34	32	0.5	0.5	18.6	13.7	18.3	14.1
Vehicles, and other machinery and equipment.....	25	24	0.4	0.4	7.6	6.2	6.7	5.0
Purchased repairs.....	86	84	1.3	1.3	5.5	6.1	4.4	4.3
Buildings, offices, and structures.....	28	27	0.4	0.4	7.0	7.8	6.4	6.3
Transmission systems.....	33	32	0.5	0.5	8.7	7.8	7.9	6.6
Vehicles, and other machinery and equipment.....	25	25	0.4	0.4	5.7	5.9	4.8	4.3
Insurance.....	69	70	1.0	1.1	5.6	6.3	4.8	5.0
Telephone and other purchased communication services.....	113	114	1.7	1.7	4.0	4.4	3.3	2.9
Purchased utilities.....	98	95	1.5	1.4	4.8	5.3	3.1	2.9
Purchased advertising.....	392	419	5.8	6.3	5.4	5.6	3.3	3.3
Taxes.....	61	62	0.9	0.9	5.2	5.4	5.1	4.5
Other operating expenses.....	1,582	1,544	23.3	23.1	5.3	5.7	2.7	3.1

X Not applicable.

Note: Detail may not add to total due to rounding.

Figure 11.  
**Radio and Television Broadcasting Services (SIC 483)—Estimated  
Percentages of Expenses, by Source: 1990**



Note: See tables 9 and 10 for estimated measures of sampling variability (coefficients of variation for percent of total) for 1990.

Table 10. **Television Broadcasting Services (SIC 4833)—Components of Estimated Operating Revenue, Expenses, and Coefficients of Variation: 1989 and 1990**

Item	Millions of dollars		Percent of total		Coefficients of variation			
					Dollar volume		Percent of total	
	1990	1989	1990	1989	1990	1989	1990	1989
<b>Operating Revenue</b>								
Total.....	21,293	20,540	100.0	100.0	2.1	1.9	(X)	(X)
Station time sales.....	12,176	11,854	57.1	57.7	3.9	3.7	2.5	2.4
Network compensation.....	461	464	2.2	2.3	10.1	9.7	9.5	9.2
National/regional advertising.....	5,378	5,181	25.3	25.2	3.3	3.4	2.2	2.4
Local advertising.....	6,337	6,209	29.8	30.2	4.9	4.4	3.5	3.2
Network time sales.....	7,850	7,569	36.9	36.9	0.7	0.9	2.1	1.9
Other operating revenue.....	1,267	1,118	6.0	5.4	21.3	22.3	21.0	22.2
<b>Operating Expenses</b>								
Total.....	18,160	17,122	100.0	100.0	2.8	2.6	(X)	(X)
Annual payroll.....	4,045	3,901	22.3	22.8	4.0	3.6	2.0	1.8
Employer contributions to Social Security and other supplemental benefits.....	696	657	3.8	3.8	4.2	3.5	2.3	1.9
Plans required under Federal and State legislation.....	288	271	1.6	1.6	4.9	4.0	3.1	2.5
Other fringe benefit plans.....	407	386	2.2	2.3	3.9	3.4	2.2	1.9
Broadcast rights.....	7,641	7,020	42.1	41.0	3.4	3.8	2.5	2.4
Music license fees.....	205	212	1.1	1.2	3.9	4.0	3.2	3.1
Network compensation fees.....	422	423	2.3	2.5	2.1	1.5	3.4	2.9
Depreciation.....	856	852	4.7	5.0	6.1	5.4	5.1	4.2
Buildings, offices, and structures.....	118	118	0.7	0.7	7.6	6.9	7.4	6.7
Transmission systems.....	421	406	2.3	2.4	7.0	6.4	6.6	6.0
Vehicles, machinery and equipment, and other tangible assets.....	317	328	1.8	1.9	8.1	7.6	6.7	6.0
Lease and rental.....	340	344	1.9	2.0	4.7	4.4	3.0	2.9
Buildings, offices, and structures.....	137	136	0.8	0.8	8.8	7.6	7.6	6.9
Transmission systems.....	115	120	0.6	0.7	3.7	3.5	3.0	2.5
Vehicles, and other machinery and equipment.....	88	87	0.5	0.5	7.4	7.4	6.3	6.1
Purchased repairs.....	163	160	0.9	0.9	6.0	6.1	4.4	4.3
Buildings, offices, and structures.....	60	58	0.3	0.3	5.3	4.4	4.4	3.6
Transmission systems.....	37	36	0.2	0.2	9.9	10.9	9.1	10.3
Vehicles, and other machinery and equipment.....	65	66	0.4	0.4	8.0	9.9	6.4	8.2
Insurance.....	78	78	0.4	0.5	5.7	5.3	3.9	3.9
Telephone and other purchased communication services.....	128	124	0.7	0.7	4.5	4.8	2.8	3.4
Purchased utilities.....	157	155	0.9	0.9	9.6	9.5	8.7	8.8
Purchased advertising.....	559	544	3.1	3.2	2.2	2.7	1.7	3.8
Taxes.....	113	117	0.6	0.7	5.4	4.7	4.0	4.4
Other operating expenses.....	2,758	2,535	15.2	14.8	3.8	3.2	2.5	3.2

X Not applicable.

Note: Detail may not add to total due to rounding.



## CABLE AND OTHER PAY TELEVISION SERVICES, TELEGRAPH, AND OTHER COMMUNICATION SERVICES

### SUMMARY OF DATA

Revenue for cable and other pay television services, telegraph, and other communication services (SIC 4821 + 4899) totaled \$27.0 billion in 1990, and increased 12.3 percent ( $\pm 2.0$  percent) from 1989.

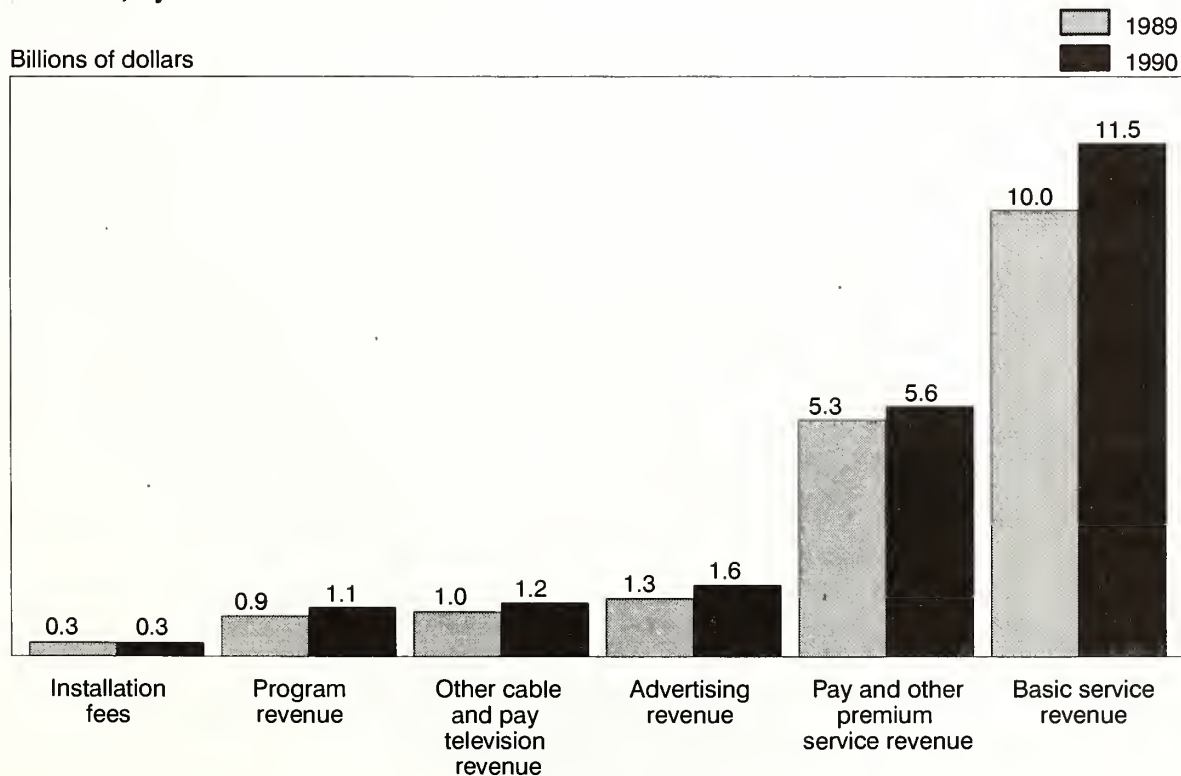
Revenue for cable and other pay television services (SIC 4899 pt.) rose 13.7 percent ( $\pm 2.4$  percent) from 1989 to \$21.3 billion in 1990. Subscription fees for providing basic services accounted for 53.9 percent of 1990 cable and other pay television revenue and increased 14.3 percent from 1989. Pay and other premium service revenue in 1990 was up 6.8 percent from the previous year.

Revenue for providing programming services was \$1.1 billion in 1990, up 28.2 percent from 1989. Advertising revenue in 1990 jumped 27.7 percent from the previous year.

Total operating expenses for cable and other pay television services, telegraph, and other communication services were \$21.9 billion, up 12.4 percent ( $\pm 1.9$  percent) from the previous year. Annual payroll in 1990 was \$3.8 billion, accounted for 17.5 percent ( $\pm 1.4$  percent) of total expenses, and rose 8.6 percent from 1989. Depreciation comprised 21.1 percent of total expenses in 1990 and increased 11.7 percent from the previous year.

Figure 12.

**Cable and Other Pay Television Services (SIC 4899 pt.)—Estimated Revenue, by Source: 1989 and 1990**



Note: See table 11 for estimated measures of sampling variability (coefficients of variation) for 1989 and 1990.

Table 11. **Cable and Other Pay Television Services (SIC 4899 pt.)—Estimated Operating Revenue and Coefficients of Variation: 1989 and 1990**

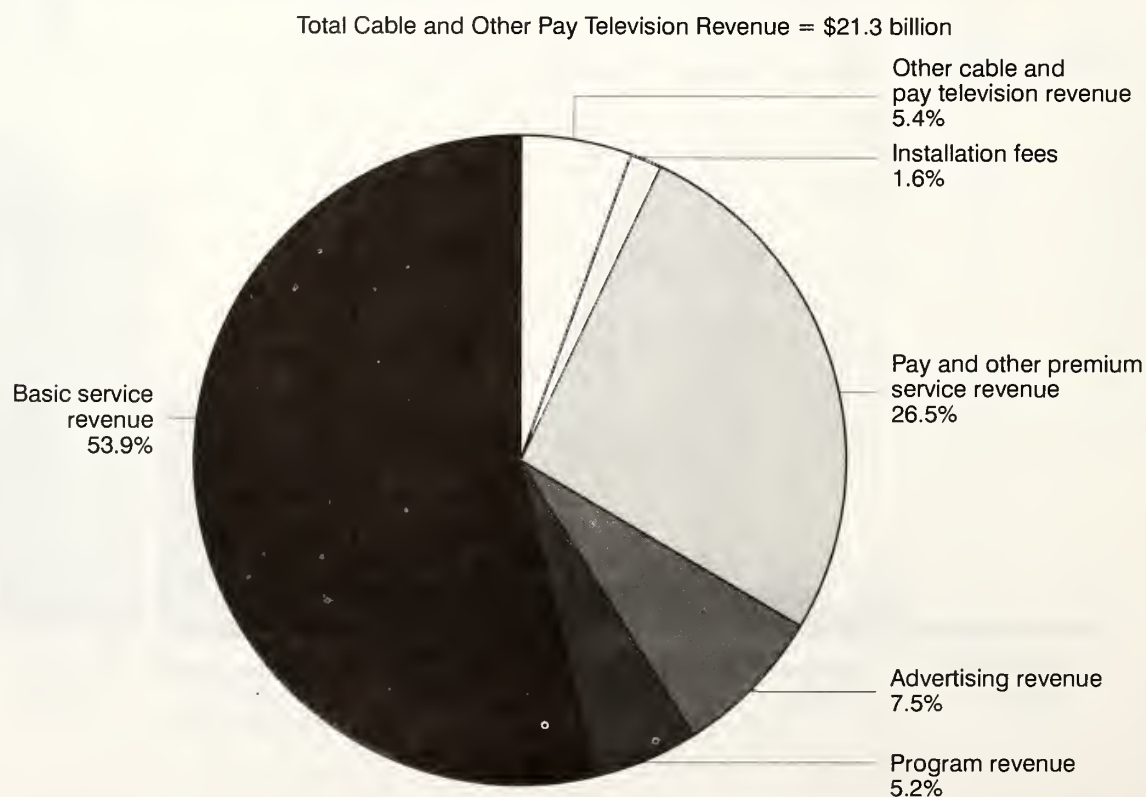
Item	Millions of dollars		Percent change 1990/1989	Percent of total		Coefficients of variation				
	1990	1989		1990	1989	Dollar volume		Year-to-year ratio 1990/1989	Percent of total	
						1990	1989		1990	1989
Operating Revenue										
Total cable and other pay television revenue .....	21,309	18,739	13.7	100.0	100.0	3.9	2.9	1.3	(X)	(X)
Advertising .....	1,602	1,254	27.7	7.5	6.7	2.3	1.9	0.7	2.9	2.2
Program revenue .....	1,103	861	28.2	5.2	4.6	2.9	2.8	0.6	4.1	3.6
Basic service .....	11,475	10,042	14.3	53.9	53.6	4.6	3.6	1.5	0.9	0.7
Pay and other premium service ..	5,643	5,284	6.8	26.5	28.2	3.7	2.7	1.4	1.1	1.1
Installation fees .....	330	298	10.9	1.6	1.6	6.0	5.9	1.0	2.8	3.9
Other cable and pay television revenue .....	1,156	1,000	15.6	5.4	5.3	4.5	3.4	1.6	1.9	1.9

X Not applicable.

Note: Cable and other pay television services include establishments primarily engaged in the dissemination of visual and textual television programs on a subscription or fee basis. Detail may not add to total due to rounding.

Figure 13.

**Cable and Other Pay Television Services (SIC 4899 pt.)—Estimated Percentages of Revenue, by Source: 1990**



Note: See table 11 for estimated measures of sampling variability (coefficients of variation for percent of total) for 1990.

Table 12. **Cable and Other Pay Television Services, Telegraph, and Other Communication Services (SIC 4821 + 4899)—Estimated Operating Expenses and Coefficients of Variation: 1989 and 1990**

Item	Millions of dollars		Percent change 1990/1989	Percent of total		Coefficients of variation				
	1990	1989		1990	1989	Dollar volume		Year-to- year ratio 1990/1989	Percent of total	
						1990	1989		1990	1989
<b>Operating Expenses</b>										
Total.....	21,892	19,480	12.4	100.0	100.0	3.4	2.8	1.0	(X)	(X)
Annual payroll .....	3,832	3,529	8.6	17.5	18.1	4.2	3.9	0.8	2.6	2.3
Employer contributions to Social Security and other supplemental benefits .....	742	667	11.2	3.4	3.4	3.6	3.3	0.8	1.5	1.4
Plans required under Federal and State legislation .....	329	304	8.0	1.5	1.6	5.0	5.1	1.0	3.2	3.7
Other fringe benefit plans .....	413	363	14.0	1.9	1.9	3.4	2.8	0.9	1.8	1.6
Depreciation .....	4,623	4,139	11.7	21.1	21.3	5.5	4.0	1.8	3.3	2.4
Buildings, offices, and structures .....	466	418	11.7	2.1	2.1	3.9	3.5	0.8	3.1	2.6
Transmission systems .....	3,285	2,851	15.2	15.0	14.6	6.6	4.8	2.1	4.7	3.6
Vehicles, machinery and equipment, and other tangible assets .....	872	870	0.2	4.0	4.5	5.7	4.5	1.7	3.5	2.8
Lease and rental .....	867	844	2.8	4.0	4.3	5.8	3.7	2.8	4.9	3.7
Buildings, offices, and structures .....	254	242	5.1	1.2	1.2	6.2	5.9	1.1	5.0	5.1
Transmission systems .....	534	539	-0.8	2.4	2.8	6.7	4.2	4.3	6.1	4.8
Vehicles, and other machinery and equipment .....	79	63	24.5	0.4	0.3	4.1	4.2	1.1	3.4	3.8
Purchased repairs .....	420	386	8.9	1.9	2.0	3.4	3.0	1.4	1.3	1.4
Buildings, offices, and structures .....	42	36	17.4	0.2	0.2	4.2	3.6	1.9	2.6	2.8
Transmission systems .....	231	225	3.0	1.1	1.2	3.1	2.7	1.4	2.2	2.4
Vehicles, and other machinery and equipment .....	146	125	17.0	0.7	0.6	5.5	7.1	3.2	3.5	5.8
Insurance .....	157	140	11.6	0.7	0.7	11.2	7.2	4.5	9.7	5.9
Telephone and other purchased communication services .....	206	184	12.1	0.9	0.9	4.9	3.5	2.4	5.1	3.7
Purchased utilities .....	213	193	10.2	1.0	1.0	5.4	4.0	1.6	3.0	2.2
Purchased advertising .....	444	418	6.2	2.0	2.1	3.3	2.9	1.5	2.4	2.4
Taxes .....	533	477	11.7	2.4	2.5	4.9	4.0	1.7	3.4	2.7
Other operating expenses <sup>1</sup> .....	9,856	8,503	15.9	45.0	43.7	3.3	2.9	1.0	1.4	1.3

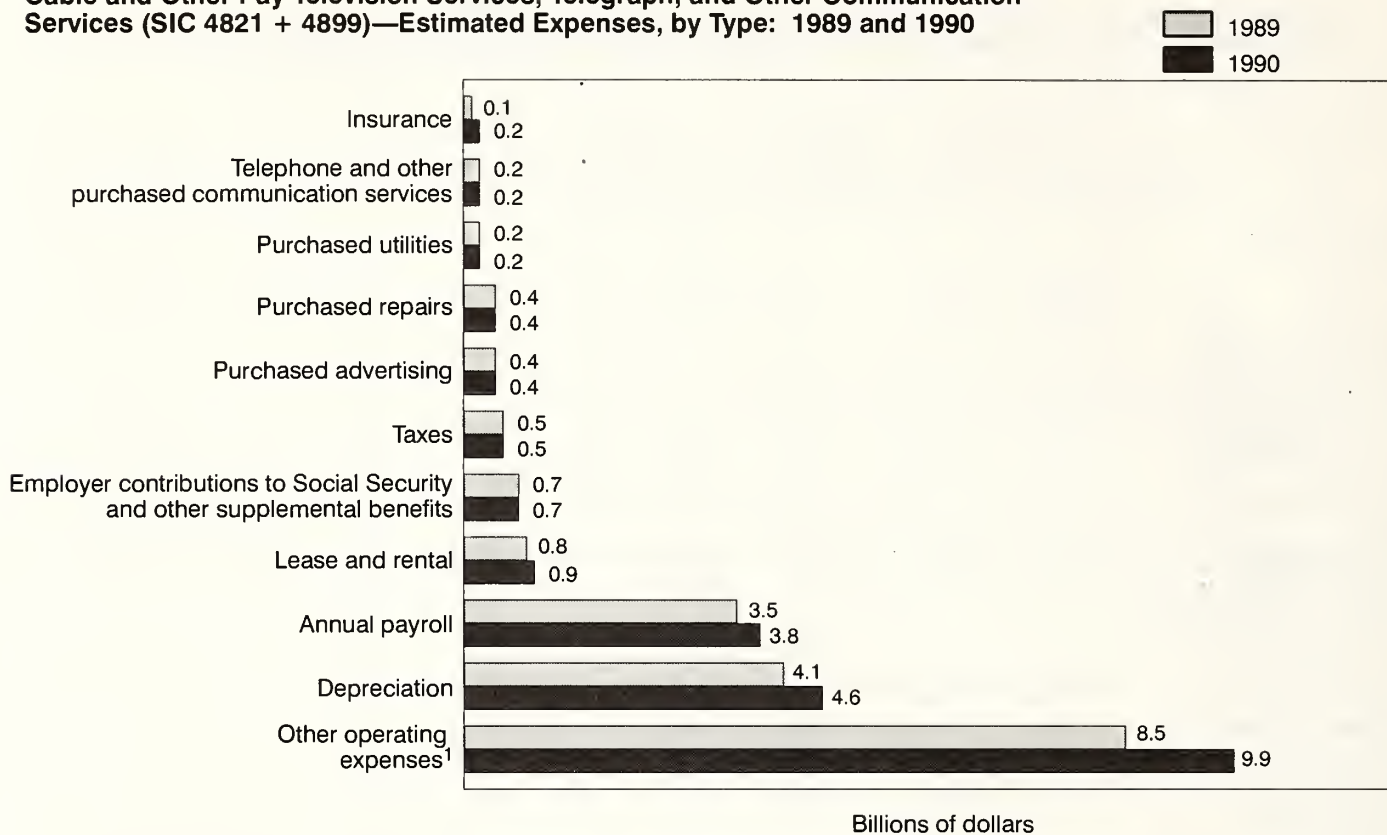
X Not applicable.

<sup>1</sup>Other operating expenses include program service costs, including basic cable, pay or premium television, local origination programs, and other program and production costs.

Note: Detail may not add to total due to rounding.

Figure 14.

**Cable and Other Pay Television Services, Telegraph, and Other Communication Services (SIC 4821 + 4899)—Estimated Expenses, by Type: 1989 and 1990**



<sup>1</sup>Other operating expenses include program service costs, including basic cable, pay or premium television, local origination programs, and other program and production costs.

Note: See table 12 for estimated measures of sampling variability (coefficients of variation) for 1989 and 1990.



## APPENDIX A. EXPLANATORY MATERIAL

### DEFINITION OF TERMS

**Firm.** A firm is a business organization or entity consisting of one or more domestic establishments/locations under common ownership or control.

**Federal income tax status.** Firms that indicate all or part of their income are exempt from Federal income tax under provision of Section 501 or 521 of the Internal Revenue Service are classified as tax exempt. Firms indicating no such exemption are classified as taxable. For firms that do not respond, the tax status classification is based upon administrative records.

### OPERATING REVENUE

Charges or billings for services rendered and any sales of merchandise during 1989 or 1990, even though payments may have been received at a later date. Excludes income from interest, investments, gifts, loans, contributions or grants; sales taxes or other taxes collected from customers and remitted directly by the firm to a local, State, or Federal tax agency; and revenue from a domestic parent organization, or from franchise locations owned by others and any franchise or license fees.

#### Telephone Services

**Local service revenue.** Revenue from services provided within the basic service area. This includes extended area revenue; local private line revenue; customer premises revenue; revenue from public telephone services provided within the basic service area; and other local exchange revenue, such as directory assistance, touch-tone line services, call forwarding, and call waiting.

**Long-distance service revenue.** Revenue for providing message services that terminate beyond the basic service area. This includes message services that utilize the public long-distance switching network and the basic subscriber access line, and operator assistance or special billings directly related to these calls; and revenue received from international calls originating in the U.S., including that portion paid to foreign companies for access to their networks.

**Network access revenue.** Revenue for providing exchange access services to an interexchange carrier or to an end-user of telecommunications services beyond the exchange carrier's network.

**Cellular and other radiotelephone revenue.** Revenue for cellular and general radio telecommunications, including radio paging, mobile dispatching, and signalling services.

**Directory advertising revenue.** Revenue from alphabetical and classified sections of directories, including amounts charged for additional and bold face listings, marginal displays, inserts and other advertisements.

**Other operating revenue.** Includes revenue from the sale or lease of communication equipment (the fair-sales value of merchandise marketed under capital, finance, or "full payout" leases); revenue from the rental of telecommunications plant or equipment furnished apart from services rendered; operating and maintenance activities provided for others; special billing arrangements for customers; billing and collection services provided to other telecommunications firms; directory revenue from other than advertising services; installation fees; and services such as general accounting, financial, legal, etc. provided to firms under a license, general contract, or other agreement, as well as the sale of merchandise and equipment. Excludes the sale of merchandise and equipment from retail establishments, sales or other taxes collected from customers and paid directly to a taxing authority, and nonoperating revenue such as the sale of investments, securities, real estate, etc.

#### Radio and Television Broadcasting

**Network compensation.** Revenue from the sale of station time to networks. Excludes compensation paid to stations owned by the network.

**National/regional advertising revenue.** Revenue from the sale of station time to national and regional advertisers or sponsors. This includes trade-outs and barter, and political advertising revenue. Commissions paid to agency representatives and brokers are excluded.

**Local advertising revenue.** Revenue from the sale of station time to local advertisers or sponsors. This includes trade-outs and barter, and political advertising revenue. Commissions paid to agency representatives and brokers are excluded.

**Advertising revenue (networks only).** Network revenue from advertising sales. Commissions paid to agency representatives and brokers are excluded.

**Other operating revenue.** Includes revenue for the use of talent services; technical facilities; management fees; from the production and/or distribution of programs, except when the production/distribution is provided by separate establishments of the company. Also includes satellite truck rental revenue. Excludes tower rental revenue.

## Cable Television and Other Services

**Advertising revenue.** Revenue from the sale of time to national, regional, and local advertisers or sponsors, classified channels, and program guides and other printed material. Commissions paid to agency representatives and brokers are excluded.

**Program revenue.** Revenue received from system operators and other customers for programming services.

**Basic revenue.** Subscription fees from residential and commercial customers for basic services.

**Pay and other premium service revenue.** Revenue from pay-per-view and other premium services, such as movie channels.

**Installation fees.** Revenue from the installation of basic, pay-per-view, and other premium services. Includes all reconnect fees.

**Other cable and pay TV revenue.** Revenue for all other cable and pay television revenue, such as service charges, rental or lease of channel capacity, etc. Includes system operator's revenue from shop-at-home programs.

**Telegraph and other message communication revenue.** Revenue from telegraph and other message communications, such as electronic mail, facsimile transmissions, telegram and telex, and paging services.

**Other communication service revenue.** Revenue for all other point-to-point communication services, including satellite communications and radar station operations.

## OPERATING EXPENSES

Costs incurred during 1989 and 1990 even though payments may have been made at a later date. Excludes interest expense and sales taxes and other taxes collected from customers and paid directly to a taxing authority.

**Annual payroll.** All salaries, wages, commissions, bonuses, and allowances for vacation, holiday, and sick leave paid to employees. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses,

it does not include payments to proprietors or partners. Annual payroll is reported before employee deductions for Social Security, withholding taxes, insurance, union dues, etc.

**Employer contributions for Social Security and other supplemental labor benefits.** The employer's cost for all legally required and voluntary employee fringe benefit programs, including employer's Social Security contributions, unemployment compensation, worker's life and health insurance premiums, pension plans, stock purchases for employees, etc.

**Access charges (telephone firms only).** Payments to local exchange carriers for access to their networks. Includes fees for leased facilities, interconnection fees for cellular phone services, and access charges paid to foreign companies for international calls originating in the United States.

**Broadcast rights (radio and television broadcasting firms only).** The cost of broadcast rights to feature films, syndicated programming, sport events, etc.

**Music license fees (radio and television broadcasting firms only).** The cost of music license fees payable to music licensing organizations.

**Network compensation fees (radio and television networks only).** The cost of programming time purchased from affiliated and independent stations. Excludes the cost of programming time purchased from stations owned by the network.

**Program and production costs (cable television firms only).** The costs for providing basic cable services, pay or premium television services, local origination programs, talent fees, music license fees, the value of bartered programming, and all other costs of programming production.

**Depreciation.** Depreciation charges on assets owned by the company. Includes depreciation on assets rented or leased to others under an operating lease agreement, and assets obtained through capital lease agreements. Excludes depreciation on intangible assets and assets leased to others under a capital lease agreement. These charges are not adjusted for the value of depreciable assets sold or traded for replacements purposes.

*Buildings, offices, and structures.* Depreciation charges on buildings, offices, and structures (except those included as part of communication or transmission systems defined below).

*Communication systems (telephone firms only).* Depreciation charges on communication systems, including switching equipment, radio systems, terminal equipment, poles, cable, etc.



*Transmission systems (except telephone firms).* Depreciation charges on transmission systems, including towers, antennas, cables, wires, transmitters, transmission lines, converters, tap offs, power supplies, microwave equipment, master control equipment, and other transmitting equipment.

*Vehicles, machinery and equipment, and other tangible assets.* Depreciation charges on vehicles, machinery and equipment, and other tangible assets.

**Lease and rental.** Payments made to other companies for the rental and leasing of assets owned by them. Excludes payments to a parent company or organization or any of its subsidiaries, and installment payments for assets obtained through capital lease agreements.

*Buildings, offices, and structures.* Payments made to other companies for the rental or leasing of buildings, offices, and structures (except those included as part of communication or transmission systems defined below) under an operating lease.

*Communication systems (telephone firms only).* Payments made to other companies for the rental or leasing of communication systems including, switching equipment, radio systems, terminal equipment, poles, cable, etc.

*Transmission systems (except telephone firms).* Payments made to other companies for the rental or leasing of transmission systems, including towers, antennas, cables, wires, transmitters, transmission lines, converters, tap offs, power supplies, microwave equipment, master control equipment, and other transmitting equipment.

*Vehicles, machinery and equipment.* Payments made to other companies for the rental or leasing of vehicles and other machinery and equipment.

**Purchased repairs.** Payments made to other companies for repairs. Excludes repair costs included as part of a lease or rental agreement, improvements for which depreciation accounts are maintained, and repairs performed by employees of the company or its subsidiaries.

*Buildings, offices, and structures.* Payments made to other companies for the repairs (including charges for parts and labor) to buildings, offices, and structures (except those included as part of communication or transmission systems defined below).

*Communication systems (telephone firms only).* Payments made to other companies for the repair of communication systems, including switching equipment, radio systems, terminal equipment, poles, cables, etc.

*Transmission systems (except telephone firms).* Payments made to other companies for the repair of transmission systems, including towers, antennas, cables, wires, transmitters, transmission lines, converters, tap offs, power supplies, microwave equipment, master control equipment, and other transmitting equipment.

*Vehicles, machinery and equipment.* Payments made to other companies for the repair of vehicles and other machinery and equipment.

**Insurance.** The cost of all commercial insurance used to protect the company against losses or damages to buildings, structures, and machinery and equipment caused by fire, flood, wind, boiler explosion, or any other cause. Also includes premiums on fidelity bonds of employees, insurance to protect against liability for deaths or injuries of persons, and damages to property of others.

**Telephone and other purchased communication services.** The cost of nonrevenue-generating purchased communication services such as telephone, telex, telegraph, teletype, etc.

**Purchased utilities.** The cost of purchased utilities, including electricity; fuels consumed for heat, power or generating electricity; water; sewer; and refuse removal. Excludes payments for these utility services if included as part of a lease or rental agreement.

**Purchased advertising.** The cost of purchased advertising including payments for printing, media, and other services and materials used for advertising.

**Taxes.** The cost of taxes, including real and personal property taxes (such as taxes on real estate, motor vehicles, machinery, equipment, and inventories), and special assessments, including FCC license fees. Excludes income, sales, payroll, excise taxes, and other taxes collected from customers and paid to local, State, or Federal government agencies.

**Other operating expenses.** All other operating expenses not reported above, including news gathering services; rating services; travel expenses; dues and subscriptions; accounting and legal fees; office supplies; and data processing expenses, including the cost of computer software purchased under licensing agreements.

## SAMPLE DESIGN

The Annual Survey of Communication Services is based on a probability sample, selected from employers contained on the Census Bureau's Standard Statistical Establishment List (SSEL). The SSEL includes all employer businesses that make Social Security payments for employees under the Federal Insurance Contributions Act (FICA). The sample is updated quarterly to account for new

employer businesses (births) and employers which go out of business (deaths). The sample was originally drawn from establishments on the SSEL as of December 31, 1984. The SSEL consisted of two lists. One list was composed of all Employer Identification (EI) numbers for businesses with reported payroll for at least one quarter of 1984. The EI number is the primary taxpayer identifier used by employer business firms. The second list consisted of all establishments of known multiestablishment companies as of December 31, 1984. These lists contained information on sales or receipts, payroll, employment, name and address, kind-of-business classification, etc.

Before the sampling frame was available, a study was made using files from the 1983 SSEL. This study determined the stratification of the sampling units based on payroll and kind of business, and the optimal allocation of the sample necessary to meet specified sampling variability objectives for revenue of different kind-of-business groups. The primary stratum boundary determined in the study was the certainty cutoff to be used for each kind of business. The cutoff was particularly important since it often determined the type of sampling unit.

The sampling units consist of both companies and EI's. If a company had total revenue (estimated from payroll) above the corresponding cutoff for its major kind of business, or total revenue for any minor kind of business above the corresponding cutoff for the minor kind of business, the company was selected into the sample with certainty. The company, which might consist of many EI's, was then the sampling unit; therefore, any new establishments that the company might acquire, even if under new or different EI's, were in the sample with certainty. The EI was the sampling unit for all single-establishment companies, whether or not selected with certainty. All multiestablishment companies not selected with certainty were treated on an EI basis; that is, the EI was the sampling unit.

To be eligible for the initial sampling, an EI had to be active, (i.e., had payroll in 1984 and was on the latest available Internal Revenue Service (IRS) active mailing list for FICA taxpayers). The EI's were then stratified according to their major kind of business and their estimated revenue. Within each stratum, a simple random sample of EI's was selected. The sampling rates for these strata varied between 1 in 3 and 1 in 272.

For all EI "births" after the initial selection, a two-phase selection procedure is used. EI births are new EI's recently assigned by the IRS and on the latest available IRS mailing list for FICA taxpayers. In the first phase, births are arranged by kind-of-business and size (expected employment or quarterly payroll). A relatively large sample is then drawn and canvassed in order to obtain a more reliable measure of size (revenue of two recent months) and to correct or obtain a more detailed kind-of-business code, if needed.

Using this more reliable information, the births selected in phase one are subjected to probability proportional-to-size sampling with overall probabilities equivalent to those

used in drawing the initial sample from the 1984 SSEL. Because of the lag in identifying births and the time needed to accomplish the two-phase birth selection procedure, births are actually added to the sample on an average of 12 to 18 months after they begin operation. The birth selection procedure is carried out quarterly.

To be eligible for the sample canvass and tabulation, a business must meet both of the following requirements:

- a. It must be on the latest available IRS mailing list for FICA taxpayers from the previous quarter.
- b. It must have been selected from either the SSEL or the file of employer births.

In the case of businesses that were selected into the sample with certainty, the first requirement is changed. These sampling units are not dropped from canvass and tabulation if they are no longer on the IRS mailing list. Rather, these businesses are contacted, and if there are successor businesses, they are added to the survey.

In order to account for births during the period between the onset of activity and the time of birth selection, the imputation procedure estimates a full year of data for all cases which go out of business but which are still active on the IRS mailing list.

## ESTIMATION

Annual estimates of revenue and expenses from the Annual Survey of Communication Services are based upon the summation of weighted data reported by the sampling units in the survey. The assigned weights of the sampling units are the inverse of the probability of selection (or sampling rate).

## RELIABILITY OF DATA

There are two types of errors possible in an estimate based on a sample survey—sampling and nonsampling. Sampling errors occur because observations are made on a sample, not on the entire population. Nonsampling errors can be attributed to many sources in the collection and processing of the data. The accuracy of a survey result is determined by the joint effect of sampling and nonsampling errors.

## MEASURES OF SAMPLING VARIABILITY

Because the estimates were based on a sample, exact agreement with the results that would be obtained from a complete census of the communication services industries using the same enumeration procedure was not expected. However, because each firm in the United States in the specified Standard Industrial Classifications (SIC's) had a chance of being selected for the sample and because the



probability of selection for each firm in the sample was known, it was possible to estimate the sampling variability of the estimates made from the sample.

The standard error of the estimate is a measure of the variability among the estimates from all possible samples of the same size and design and, thus, is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration. The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 percent divided by the value being estimated. Note that measures of sampling variability, such as the standard error or coefficient of variation, are estimated from the sample and are also subject to sampling variability. Coefficients of variation for dollar volume estimates and year-to-year changes are also provided.

The coefficients of variation presented in these tables permit certain confidence statements about the sample estimates. The particular sample used in this survey was one of a large number of samples of the same size that could have been selected using the same design. In about two out of three of these samples, the estimates would differ from a complete enumeration by less than the corresponding percentages for that estimate shown in the sampling variability tables. In about 9 out of 10 of these samples, the estimates would differ from the results of a complete enumeration by less than 1.65 times the percentages shown.

To illustrate the computations involved in the above confidence statements as related to dollar volume estimates, assume that an estimate of revenue published in table 1 is \$10,750 million for a particular year and that the coefficient of variation for this estimate, as given in table 8 is 1.8 percent, or 0.018. Multiplying \$10,750 million by 0.018 yields \$194 million. Therefore, a 67-percent confidence interval is \$10,556 million to \$10,944 million (\$10,750 million plus or minus \$194 million). If corresponding confidence intervals were constructed for all possible samples of the same size and design, approximately 2 out of 3 (67-percent) of the intervals would contain the figure

obtained from a complete enumeration. Typical practice is to construct a 90 or 95-percent confidence interval. Using the same illustration, a 90-percent confidence interval would be \$10,430 million to \$11,070 million (\$10,750 million plus or minus \$320 million. The \$320 million is computed by multiplying \$10,750 million by 0.018 by 1.65).

Some comparisons appearing in the introduction under Summary of Data are accompanied by a 90-percent confidence interval. Thus, a statement such as "up 0.8 percent ( $\pm 1.3$  percent)" indicates a 90-percent confidence interval from -0.5 to + 2.1. When the confidence interval contains zero (as in this example), it is uncertain whether there is actually an increase or decrease.

## **NONSAMPLING ERRORS**

As calculated for this report, the coefficient of variation measures sampling errors but does not measure any systematic biases in the data. Bias is the difference, averaged over all possible samples of the same size and design, between the estimate and the true value being estimated.

Nonsampling errors can be attributed to many sources: (1) inability to obtain information about all cases in the sample, (2) response errors, (3) definitional difficulties, (4) differences in the interpretation of questions, (5) mistakes in recording or coding the data obtained, and (6) other errors of collection, response, coverage, and estimation for missing data. These nonsampling errors also occur in complete censuses.

Although no direct measurement of the biases due to nonsampling errors has been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

The major source of bias in the published estimates is due to imputing data for nonrespondents, for late reporters, and for data which failed edit. For all kinds of business combined, imputed revenue amounts to about 4 percent of the national revenue estimates.



## Appendix B. Kind-of-Business Classification

The communication industries included in this report are classified in accordance with the 1972 edition of the *Standard Industrial Classification Manual*, and the 1977 supplement, issued by the Office of Management and Budget for purposes of providing a standard for the classification and presentation of data by all Federal agencies. Each establishment, firm, or organization is classified according to the major service (determined by the volume of revenue) it provides. Establishments, firms, and organizations owned and operated by Federal, State, or local governments are excluded. The following is a description of each kind-of-business classification presented in this report.

### COMMUNICATION SERVICES (SIC MAJOR GROUP 48)

Establishments furnishing point-to-point communication services, whether by wire or radio, and whether intended to be received aurally or visually; and radio and television broadcasting. Also included are services for the exchange or recording of messages.

#### Telephone Communication (Wire or Radio) (SIC 4811)

Establishments primarily engaged in furnishing telephone communication service providing voice or data communications. Transmissions can be via wireline, optical fiber, coaxial cable, microwave, or satellite. Includes common carrier furnishing domestic local and long-distance services and international services, specialized long-distance carriers, and resellers of these services.

Establishments primarily engaged in advertising sales related to publishing activities for other establishments of the same enterprise also were included.

#### Telegraph Communication (Wire or Radio) (SIC 4821)

Establishments primarily engaged in furnishing telegraphic communication service by transmitting nonvocal record communications intended for receipt by designated persons.

#### Radio Broadcasting (SIC 4832)

Stations primarily engaged in broadcasting aural programs by radio to the public. Included in this industry are commercial, religious, educational, and other radio stations, as well as, stations engaged in the sale of time for broadcast purposes and the furnishing of program material or service.

#### Television Broadcasting (SIC 4833)

Stations primarily engaged in broadcasting visual programs to the public. Included in this industry are commercial, religious, educational, and other television stations, as well as, stations engaged in the sale of time for broadcast purposes and the furnishing of program material or service.

#### Communication Services, Not Elsewhere Classified (SIC 4899)

Establishments primarily engaged in providing point-to-point communication services which do not fall within the scope of either Industry 4811 or 4821.

#### Cable and Other Pay Television Services (SIC 4899 pt.)

Establishments primarily engaged in the dissemination of visual and textual television programs on a subscription or fee basis.





---

# Appendix C. Report Forms

---



**B-516**

OMB No. 0607-0706: Approval Expires 12/31/91

FORM **B-516** U.S. DEPARTMENT OF COMMERCE  
(11-20-90) BUREAU OF THE CENSUS**1990  
ANNUAL SURVEY OF  
COMMUNICATION  
SERVICES  
TELEPHONE**

Public reporting burden for this collection of information is estimated to average 8 hours per response, including the time for assembling data from existing records and completing the form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Associate Director for Management Services, Paperwork Reduction Project 0607-0706, Room 2027, Bureau of the Census, Washington, DC 20233-0001; and to the Office of Management and Budget, Paperwork Reduction Project 0607-0706, Washington, DC 20503.

**PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE.**

In correspondence pertaining to this report, please refer to the IDENTIFICATION Number shown below.

100 CENSUS USE  
1 ☐ M 2 ☐ T

**PENALTY FOR FAILURE TO REPORT  
DUE DATE: 30 DAYS AFTER RECEIPT OF FORM**

**NOTICE** — Response to this inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

Please complete this form and RETURN TO **BUREAU OF THE CENSUS  
PO Box 4039  
Jeffersonville, IN 47131-4039**

Please read all instructions carefully before completing your report, including the survey coverage and reporting instructions on page 4 of this form. If book figures are not available, carefully prepared estimates are acceptable.

(Please correct any error in name, address, and ZIP Code)

ITEM 1 NUMBER OF LOCATIONS		Key code	1990 Number				Key code	1989 Number			
Enter the total number of telephone communication locations operated by this company as of December 31, 1990 and 1989. A location is defined as an establishment with paid company personnel.		601					651				

ITEM 2 OPERATING REVENUE		Estimates are acceptable if book figures are not available.									
NOTE — Exclude revenue collected on behalf of another company. Do not deduct allowances for uncollectible accounts.		Key code	1990				Key code	1989			
			Bil.	Mil.	Thou.	Dol.		Bil.	Mil.	Thou.	Dol.
<b>Line A</b> — Report local service revenue (regulated and nonregulated), including extended area revenue. Include local private line revenue; customer premises revenue; revenue from public telephone services provided within the basic service area; and other local exchange revenue, such as, directory assistance, touch-tone line services, call forwarding, and call waiting. <b>Cellular and other mobile services revenue should be reported in line D.</b>	<b>A. Local service revenue</b>	602					652				
<b>Line B</b> — Report revenue derived from message services that terminate beyond the basic service area. Include message services that utilize the public long-distance switching network and the basic subscriber access line. Also include any charges for operator assistance or special billings directly related to these calls.	<b>B. Long-distance service revenue</b>	603					653				
<b>Line C</b> — Report revenue from providing exchange access services to an interexchange carrier, or to an end-user of telecommunications services beyond the exchange carrier's network.	<b>C. Network access revenue</b>	604					654				
<b>Line D</b> — Report revenue from cellular and general radio telecommunications systems, including radio paging, mobile dispatching, and signaling services. <b>Installation fees and the sale of equipment</b> should be reported in line F.	<b>D. Cellular and other radio telephone revenue</b>	605					655				
<b>Line E</b> — Report revenue derived from alphabetical and classified sections of directories, including amounts charged for additional and bold face listings, marginal displays, inserts and other advertisements. Report <b>other directory revenue</b> (i.e., revenue from the sale of directories, charges for unlisted telephone numbers, etc.) in line F.	<b>E. Directory advertising revenue</b>	606					656				
<b>Line F</b> — Report all other operating revenue including revenue from the sale or lease of communication equipment (include fair sales value of merchandise marketed in 1989 or 1990 under capital, finance, or "full payout" leases). Also include revenue from the rental of telecommunications plant or equipment furnished apart from services rendered; operating and maintenance activities for others; special billing arrangements for customers; billing and collection services provided to other telecommunications firms; directory revenue from other than advertising services; installation fees; and services such as general accounting, financial, legal, etc. provided to firms under a license, general contract, or other agreement. Include sales of merchandise and equipment. <b>Exclude</b> the sale of merchandise and equipment from retail establishments. Also <b>exclude</b> sales or other taxes collected from customers and paid directly to a taxing authority, and nonoperating revenue such as the sale of investments, securities, real estate, etc. <b>NOTE</b> — If the amount reported on this line is greater than 50 percent of the total operating revenue reported in line G, indicate the sources of revenue in the "Remarks" section on page 4.	<b>F. All other operating revenue</b>	607					657				
<b>Line G</b> — Report the sum of lines A through F.	<b>G. TOTAL OPERATING REVENUE</b>	608					658				

**ITEM 3 ANALYSIS OF TELEPHONE COMMUNICATIONS REVENUE**

**Line A** — Report in lines A(1) and A(2) the percentage of local service, long-distance service, and network access revenue (reported in items 2A, 2B, and 2C respectively) by type of customer.

**NOTE** — The sum of lines A(1) and A(2) should equal 100 percent.

**Line B** — Report in lines B(1) and B(2) respectively, the percentage of total long-distance service revenue (reported in item 2B) from providing intrastate and interstate services. **NOTE** — The sum of lines B(1) and B(2) should equal 100 percent.

**Line C** — Report in lines C(1) and C(2) respectively, the percentage of total network access revenue (reported in item 2C) from providing intrastate and interstate services. **NOTE** — The sum of lines C(1) and C(2) should equal 100 percent.

**Line D** — Firms providing cellular and other radio telephone services: Report in lines D(1) through D(5) respectively, the percentage of cellular and other radio telephone revenue (reported in item 2D) from the sale of air time; basic and other services, such as call waiting, and voice mail; long-distance services; intercarrier nonhome-subscriber traffic services (roaming charges); and all other sources, such as radio paging, mobile dispatching, and signaling services. **NOTE** — The sum of lines D(1) through D(5) should equal 100 percent.

		1990 PERCENT					
		Key code	Percentage of local service revenue	Key code	Percentage of long-distance service revenue	Key code	Percentage of network access revenue
<b>A. Type of customer</b>							
(1) Residential customers	609	%	611	%	613	%	
(2) All other customers	610	%	612	%	614	%	
<b>TOTAL</b>		<b>100%</b>		<b>100%</b>		<b>100%</b>	
<b>B. Percentage of long-distance service revenue from:</b>				Key code	<b>1990 PERCENT</b>		
(1) Intrastate service			615	%			
(2) Interstate service			616	%			
<b>TOTAL</b>				<b>100%</b>			
<b>C. Percentage of network access revenue from:</b>							
(1) Intrastate service			617	%			
(2) Interstate service			618	%			
<b>TOTAL</b>				<b>100%</b>			
<b>D. Percentage of cellular and other radio telephone revenue from:</b>							
(1) Air time			619	%			
(2) Basic service			620	%			
(3) Long-distance service			621	%			
(4) Roaming charges			622	%			
(5) All other			623	%			
<b>TOTAL</b>				<b>100%</b>			

**ITEM 4 PAYROLL AND OPERATING EXPENSES**

**Line A** — Report the gross earnings paid in calendar years 1990 and 1989 to employees prior to such deductions as employees' Social Security contributions, withholding taxes, group insurance premiums, union dues, savings bonds, etc. Include all wages, salaries, commissions, dismissal pay, paid bonuses, vacation and sick leave pay, and the cash equivalent of compensation paid in kind. If a corporation, include salaries of officers; if an unincorporated concern, exclude payments to proprietors or partners.

**Line B** — Report in line B(1) employer's cost for legally required programs, such as Social Security, worker's compensation insurance, unemployment tax, and State disability insurance programs. Report in line B(2) employer's cost for programs not required by law, such as pension plans, stock purchase plans, union-negotiated benefits, life insurance benefits, and insurance premiums on hospital and medical plans. Estimates are acceptable if book figures are not available.

**Line C** — Report payments to local exchange carriers for access to their networks. Also include fees for leased facilities. Firms providing cellular phone service, report interconnection fees here.

**Line D** — Report in line D(1) the amount of depreciation and amortization charges against buildings, offices, and structures owned by your firm. Report in line D(2) the amount of depreciation on communication systems (optical fiber, digital and/or microwave switching, satellite transmission, etc.). Report in line D(3) the amount of depreciation and amortization charges against other depreciable assets owned by your firm. Include depreciation on assets rented or leased to others by you under an operating lease agreement. Include depreciation on assets owned and used by your firm within leaseholds, and assets obtained through capital lease agreements. Exclude depreciation on intangible assets and assets leased to others by you under a capital lease agreement. Do not adjust for the value of depreciable assets sold or traded for replacement purposes.

		Key code	1990				Key code	1989			
			Bil.	Mil.	Thou.	Dol.		Bil.	Mil.	Thou.	Dol.
<b>Estimates are acceptable if book figures are not available.</b>											
<b>A. Annual payroll</b>	627						677				
<b>B. Employer contributions to employee benefit plans</b>											
(1) Plans required under Federal and State legislation	628						676				
(2) Other fringe benefit plans (including medical and life insurance)	629						679				
<b>C. Access charges</b>	630						680				
<b>D. Depreciation and amortization charges</b>											
(1) Buildings, offices, and structures	631						661				
(2) Communication systems	632						662				
(3) Vehicles, machinery and equipment, and other tangible assets	633						663				



ITEM 4 PAYROLL AND OPERATING EXPENSES — Continued		Estimates are acceptable if book figures are not available.	Key code	1990				Key code	1989			
				Bil.	Mil.	Thou.	Dol.		Bil.	Mil.	Thou.	Dol.
<b>Line E</b> — Report in line E(1) the cost of renting or leasing buildings, offices, and structures. Report in line E(2) the cost of renting or leasing communication systems (optical fiber, digital end/or microwave switching, satellite transmissions, etc.). Report in line E(3) the cost of renting or leasing vehicles and other machinery and equipment. <b>Exclude</b> payments by your firm to the parent company or organization, or any of its subsidiaries for use of assets owned by them; and installment payments for assets obtained through capital lease agreements.		<b>E. Lease and rental costs</b>										
		(1) Buildings, offices, and structures	634					684				
		(2) Communication systems	635					685				
		(3) Vehicles, and other machinery and equipment	838					686				
<b>Line F</b> — Report in line F(1) the cost of purchased repairs (including charges for parts and labor) to buildings, offices, and structures. Report in line F(2) the cost of purchased repairs to communication systems (optical fiber, digital and microwave switching, satellite transmissions, etc.). Report in line F(3) purchased repairs to vehicles, and other machinery and equipment. <b>Exclude</b> repair costs included as part of a lease or rental agreement, improvements for which depreciation accounts are maintained, and repairs performed by employees of your company and its subsidiaries.		<b>F. Cost of purchased repairs</b>										
		(1) Buildings, offices, and structures	637					687				
		(2) Communication systems	638					688				
		(3) Vehicles, and other machinery and equipment	639					689				
<b>Line G</b> — Report the net cost (premiums less dividends or refunds) of all commercial insurance, including that used to protect the company against losses or damages to buildings, structures, and machinery and equipment caused by fire, flood, wind, boiler explosion, or any other cause. Include premiums on fidelity bonds of employees, and insurance to protect against liability for deaths or injuries of persons (other than employees) and damages to property of others.		<b>G. Cost of insurance (net)</b>	640					690				
<b>Line H</b> — Report the cost of purchased utilities, including the cost of purchased electricity, and purchased fuels consumed for heat, power or generating electricity. Include water, sewer, and refuse removal. <b>Exclude</b> the cost of these utility services if included as part of a lease or rental agreement.		<b>H. Cost of telephone and other purchased communication services</b>	641					691				
<b>Line I</b> — Report the cost of purchased advertising, including payments to other firms for printing, media, and other services and materials used for advertising. Also include the cost of telemarketing services.		<b>I. Cost of purchased utilities</b>	642					892				
		<b>J. Cost of purchased advertising</b>	843					693				
<b>Line K</b> — Report the cost of taxes and licenses, including business license fees, real and personal property taxes (such as taxes on real estate, motor vehicles, machinery, equipment, and inventories), and special assessments. <b>Exclude</b> income, sales, payroll, excise taxes, and other taxes collected from customers and paid to local, State, or Federal government agencies.		<b>K. Taxes</b>	644					694				
<b>Line L</b> — Report gross interest expenses.		<b>L. Interest expenses (gross)</b>	646					695				
<b>Line M</b> — Report other operating expenses, not reported in lines A through L, including billing services, travel expenses, accounting and legal fees, dues and subscriptions, office supplies, and data processing expenses. Include the cost of computer software purchased under licensing agreements.		<b>M. Other operating expenses</b>	646					898				
<b>Line N</b> — Report the sum of lines A through M.		<b>N. TOTAL OPERATING EXPENSES</b>	647					697				
<b>ITEM 5 REPORT PERIOD</b>												
If the figures reported in items 2, 3, and 4 are for a period other than January 1 through December 31, please enter the beginning and ending dates.												
FROM		648						898				
TO		849						699				

CONTINUE WITH ITEM 6 ON PAGE 4

<b>ITEM 6 ORGANIZATIONAL STATUS</b> — Mark (X) the ONE box which best describes this company during 1990.												
<input type="checkbox"/> 0 Corporation <input type="checkbox"/> 1 Individual proprietorship <input type="checkbox"/> 2 Partnership	<input type="checkbox"/> 5 Governmental — Specify _____	<input type="checkbox"/> 9 Other — Specify _____										
<b>ITEM 7 OWNERSHIP OR CONTROL</b>												
<b>A.</b> Does another company own more than 50 percent of the voting stock or have the power to control the management and policies of this company?  <input type="checkbox"/> 1 Yes _____ <input type="checkbox"/> 2 No — Continue with item 7B		Name of owning or controlling company _____  Number and street _____  City, State, and ZIP Code _____  EI Number →										
<b>B.</b> Did this company acquire or merge with another company in 1990 or 1989?  <input type="checkbox"/> 1 Yes _____ <input type="checkbox"/> 2 No — Continue with item 8		Name of company acquired or merged with _____  Number and street _____  City, State, and ZIP Code _____  Date of merger or acquisition →                                Month      Year      EI Number →										
<b>SURVEY COVERAGE</b>												
<p>This report covers all domestic locations primarily engaged in providing telephone communication services operated by your company and its subsidiaries, <b>except</b> subsidiaries or operating units which have been requested to submit separate 1990 Survey of Communication Services reports to the Bureau of the Census. Included are:</p> <ul style="list-style-type: none"> <li>Locations primarily engaged in furnishing telephone communication services by providing voice or data communications. Transmission can be via wireline, optical fiber, coaxial cable, microwave, or satellite. Includes common carriers furnishing domestic local and long distance services and international services, specialized long distance carriers, and resellers of these services.</li> <li>Locations, including radio common carriers, satellite common carriers, and wireline companies, primarily engaged in providing two-way radio telephone communications, including cellular service. Includes resellers and agents providing radio telephone services.</li> </ul> <p>Include data for auxiliary facilities of your company primarily engaged in furnishing supporting services to your communication activities, such as central administrative offices, garages, warehouses, and establishments providing maintenance and repairs of your machinery and equipment.</p> <p><b>If your activities do not appear to be covered by this survey, please describe your kind of business in the "Remarks" section.</b></p>												
<b>REPORTING INSTRUCTIONS</b>												
<p>Please read all instructions and complete all items in this report. This will save on costly and time-consuming correspondence.</p> <ul style="list-style-type: none"> <li>Report only for those locations primarily engaged in the activities defined in the coverage section.</li> <li>For locations sold or acquired during 1990 or 1989, report only for the period that the locations were operated by this company.</li> <li>Report data for the calendar years 1990 and 1989. If calendar year records are not available, date for the latest fiscal year will be accepted. Indicate the period covered in item 5. Please note, however, that estimates for the calendar year are preferable to book figures covering a different time period.</li> <li>Regulated common carriers, report data on a financial reporting basis.</li> <li>For operating revenue, report all charges or billings for services rendered and any sales of merchandise during 1990 and 1989, even though payment may have been received at a later date. <b>Exclude revenue collected on behalf of another company</b> and nonoperating revenue such as income from investments, the sale of securities or real estate, etc. Also <b>exclude</b> revenue from a domestic parent organization, or from franchise locations owned by others and any franchise or license fees.</li> <li>For operating expenses, report costs incurred during 1990 and 1989 even though payment may have been made at a later date. <b>Exclude</b> sales or other taxes collected from customers and paid directly to a taxing authority.</li> <li>Definitions for total annual payroll are the same as those used on the Employer's Quarterly Federal Tax Return, Treasury Form 941.</li> <li>Report all values in dollars (omit cents).</li> <li>If book figures are not available, carefully prepared estimates are acceptable. Enter "0" in items where applicable. Do not combine data for two or more detail lines.</li> <li>Revenue derived from services provided on a contractual basis should be prorated according to the service accomplished. (Only include the amounts applicable to the report period.)</li> </ul>												
<b>REMARKS</b> — To reduce the need for costly telephone follow-up, please explain any significant year-to-year change in your reported data.												
<b>ITEM 8 CERTIFICATION</b> — This report is substantially accurate and has been prepared in accordance with instructions.												
Name of person to contact regarding this report	Address (Number and street, city, State ZIP Code)	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th colspan="3" style="text-align: center;">Telephone</th> </tr> <tr> <td style="width: 25%;">Area code</td> <td style="width: 50%;">Number</td> <td style="width: 25%;">Extension</td> </tr> <tr> <td style="height: 40px;"></td> <td></td> <td></td> </tr> </table>		Telephone			Area code	Number	Extension			
Telephone												
Area code	Number	Extension										
Signature of authorized person	Title	Date										

**B-518**

OMB No. 0607-0706; Approval Expires 12/31/91

<b>FORM B-518</b> (11-20-90)	U.S. DEPARTMENT OF COMMERCE BUREAU OF THE CENSUS	Public reporting burden for this collection of information is estimated to average 5 hours per response, including the time for assembling data from existing records and completing the form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Associate Director for Management Services, Paperwork Reduction Project 0607-0706, Room 2027, Bureau of the Census, Washington, DC 20233-0001; and to the Office of Management and Budget, Paperwork Reduction Project 0607-0706, Washington, DC 20503. <b>PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE.</b>				
<b>1990 ANNUAL SURVEY OF COMMUNICATION SERVICES</b>  <b>RADIO AND TELEVISION BROADCASTING</b>		In correspondence pertaining to this report, please refer to the IDENTIFICATION Number shown below. <table border="1" style="float: right; margin-top: 10px;"> <tr> <td style="padding: 2px;">100</td> <td style="padding: 2px;">CENSUS USE</td> </tr> <tr> <td style="padding: 2px;">1 <input type="checkbox"/> M</td> <td style="padding: 2px;">2 <input type="checkbox"/> T</td> </tr> </table>	100	CENSUS USE	1 <input type="checkbox"/> M	2 <input type="checkbox"/> T
100	CENSUS USE					
1 <input type="checkbox"/> M	2 <input type="checkbox"/> T					
<b>PENALTY FOR FAILURE TO REPORT</b> <b>DUE DATE: 30 DAYS AFTER RECEIPT OF FORM</b>						
<b>NOTICE</b> — Response to this inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.						
Please complete this form and RETURN TO: <b>BUREAU OF THE CENSUS</b> PO Box 4039 Jeffersonville, IN 47131-4039						
Please read all instructions carefully before completing your report, including the survey coverage and reporting instructions on page 4 of this form. If book figures are not available, carefully prepared estimates are acceptable.						
(Please correct any error in name, address, and ZIP Code)						

<b>ITEM 1 NUMBER OF BROADCASTING LOCATIONS</b>			
Enter the total number of broadcasting locations operated by this company as of December 31, 1990 and 1989. A location is defined as an establishment with paid company personnel.			
Enter the total number of —	<b>Key code</b>	<b>1990 Number</b>	<b>Key code</b>
<b>A. Radio stations covered by this report.</b>	<b>701</b>		<b>751</b>
<b>B. Television stations covered by this report.</b>	<b>702</b>		<b>752</b>
<b>C. Other broadcasting locations covered by this report.</b>	<b>703</b>		<b>753</b>
<b>D. TOTAL NUMBER OF BROADCASTING LOCATIONS</b> <i>Sum of lines A through C</i>	<b>801</b>		<b>651</b>

<b>ITEM 2 TAX STATUS</b>	
<b>A. Is this firm or organization operated on a not-for-profit basis?</b>	1 <input type="checkbox"/> Yes — Continue with item 2B 2 <input type="checkbox"/> No — SKIP to item 3
<b>B. Was all or part of the income of this firm or organization exempt from Federal income taxes under section 501 or 521 of the Internal Revenue Code?</b>	1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No

<b>ITEM 3 REVENUE</b>																																																																																																																																											
Please complete lines A through J. Enter "0" in items where applicable. Please do not combine data for two or more detail lines.	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th rowspan="2" style="width: 10%; text-align: center;">Key code</th> <th colspan="4" style="text-align: center;">1990</th> <th rowspan="2" style="width: 10%; text-align: center;">Key code</th> <th colspan="4" style="text-align: center;">1989</th> </tr> <tr> <th style="text-align: center;">Mil.</th> <th style="text-align: center;">Thou.</th> <th style="text-align: center;">Dol.</th> <th style="text-align: center;">Dol.</th> <th style="text-align: center;">Mil.</th> <th style="text-align: center;">Thou.</th> <th style="text-align: center;">Dol.</th> <th style="text-align: center;">Dol.</th> </tr> <tr> <td colspan="10"><b>STATION TIME SALES</b></td> </tr> <tr> <td style="text-align: center;"><b>A. Network compensation</b></td> <td style="text-align: center;"><b>704</b></td> <td></td> <td></td> <td></td> <td style="text-align: center;"><b>754</b></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="text-align: center;"><b>B. National/regional advertising revenue (net)</b></td> <td style="text-align: center;"><b>705</b></td> <td></td> <td></td> <td></td> <td style="text-align: center;"><b>755</b></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="text-align: center;"><b>C. Local advertising revenue (net)</b></td> <td style="text-align: center;"><b>706</b></td> <td></td> <td></td> <td></td> <td style="text-align: center;"><b>756</b></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="text-align: center;"><b>D. TOTAL STATION TIME SALES (net)</b></td> <td style="text-align: center;"><b>707</b></td> <td></td> <td></td> <td></td> <td style="text-align: center;"><b>757</b></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td colspan="10"><b>NETWORK TIME SALES</b></td> </tr> <tr> <td style="text-align: center;"><b>E. Advertising revenue (net)</b></td> <td style="text-align: center;"><b>708</b></td> <td></td> <td></td> <td></td> <td style="text-align: center;"><b>758</b></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td colspan="10"><b>OTHER OPERATING REVENUE</b></td> </tr> <tr> <td style="text-align: center;"><b>F. Other operating revenue</b></td> <td style="text-align: center;"><b>607</b></td> <td></td> <td></td> <td></td> <td style="text-align: center;"><b>657</b></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="text-align: center;"><b>G. TOTAL OPERATING REVENUE</b></td> <td style="text-align: center;"><b>608</b></td> <td></td> <td></td> <td></td> <td style="text-align: center;"><b>658</b></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td colspan="10"><b>NONOPERATING INCOME</b></td> </tr> <tr> <td style="text-align: center;"><b>H. Subsidies, gifts, loans, contributions, and grants</b></td> <td style="text-align: center;"><b>709</b></td> <td></td> <td></td> <td></td> <td style="text-align: center;"><b>759</b></td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	Key code	1990				Key code	1989				Mil.	Thou.	Dol.	Dol.	Mil.	Thou.	Dol.	Dol.	<b>STATION TIME SALES</b>										<b>A. Network compensation</b>	<b>704</b>				<b>754</b>					<b>B. National/regional advertising revenue (net)</b>	<b>705</b>				<b>755</b>					<b>C. Local advertising revenue (net)</b>	<b>706</b>				<b>756</b>					<b>D. TOTAL STATION TIME SALES (net)</b>	<b>707</b>				<b>757</b>					<b>NETWORK TIME SALES</b>										<b>E. Advertising revenue (net)</b>	<b>708</b>				<b>758</b>					<b>OTHER OPERATING REVENUE</b>										<b>F. Other operating revenue</b>	<b>607</b>				<b>657</b>					<b>G. TOTAL OPERATING REVENUE</b>	<b>608</b>				<b>658</b>					<b>NONOPERATING INCOME</b>										<b>H. Subsidies, gifts, loans, contributions, and grants</b>	<b>709</b>				<b>759</b>				
Key code	1990				Key code	1989																																																																																																																																					
	Mil.	Thou.	Dol.	Dol.		Mil.	Thou.	Dol.	Dol.																																																																																																																																		
<b>STATION TIME SALES</b>																																																																																																																																											
<b>A. Network compensation</b>	<b>704</b>				<b>754</b>																																																																																																																																						
<b>B. National/regional advertising revenue (net)</b>	<b>705</b>				<b>755</b>																																																																																																																																						
<b>C. Local advertising revenue (net)</b>	<b>706</b>				<b>756</b>																																																																																																																																						
<b>D. TOTAL STATION TIME SALES (net)</b>	<b>707</b>				<b>757</b>																																																																																																																																						
<b>NETWORK TIME SALES</b>																																																																																																																																											
<b>E. Advertising revenue (net)</b>	<b>708</b>				<b>758</b>																																																																																																																																						
<b>OTHER OPERATING REVENUE</b>																																																																																																																																											
<b>F. Other operating revenue</b>	<b>607</b>				<b>657</b>																																																																																																																																						
<b>G. TOTAL OPERATING REVENUE</b>	<b>608</b>				<b>658</b>																																																																																																																																						
<b>NONOPERATING INCOME</b>																																																																																																																																											
<b>H. Subsidies, gifts, loans, contributions, and grants</b>	<b>709</b>				<b>759</b>																																																																																																																																						



ITEM 3 REVENUE — Continued		Key code	1990				Key code	1989			
NONOPERATING INCOME — Continued			Bil.	Mil.	Thou.	Dol.		Bil.	Mil.	Thou.	Dol.
<p><b>Line I</b> — Report all other nonoperating receipts, such as income from investments, the sale of securities, real estate, etc.</p> <p><b>NOTE</b> — If the amount reported on this line is greater than 50 percent of the total revenue reported in line J, indicate the source of the revenue in the "Remarks" section on page 3.</p> <p><b>Line J</b> — Report the total of lines G, H, and I.</p>											
I. Other nonoperating income		710					760				
J. TOTAL REVENUE		711					761				

ITEM 4 PAYROLL AND OPERATING EXPENSES		Key code	1990				Key code	1989			
Estimates are acceptable if book figures are not available.			Bil.	Mil.	Thou.	Dol.		Bil.	Mil.	Thou.	Dol.
<p><b>Line A</b> — Report the gross earnings paid in calendar years 1990 and 1989 to employees prior to such deductions as employees' Social Security contributions, withholding taxes, group insurance premiums, union dues, savings bonds, etc. Include all wages, salaries, commissions, dismissal pay, paid bonuses, vacation and sick leave pay, and the cash equivalent of compensation paid in kind. If a corporation, include salaries of officers; if an unincorporated concern, exclude payments to proprietors or partners.</p> <p><b>Line B</b> — Report in line B(1) employer's cost for legally required programs, such as Social Security, worker's compensation insurance, unemployment tax, and State disability insurance programs. Report in line B(2) employer's cost for programs not required by law, such as pension plans, stock purchase plans, union-negotiated benefits, life insurance benefits, and insurance premiums on hospital and medical plans. Estimates are acceptable if book figures are not available.</p> <p><b>Line C</b> — Report the cost of broadcast rights to feature films, syndicated programming, sports events, etc.</p> <p><b>Line D</b> — Report the cost of music license fees payable to music licensing organizations.</p> <p><b>Line E</b> — (Networks only) Report the cost of programming time purchased from affiliated stations.</p> <p><b>Line F</b> — Report in line F(1) the amount of depreciation and amortization charges against buildings, offices, and structures owned by your firm. Report in line F(2) the amount of depreciation and amortization charges against transmission systems (towers, antennas, transmitters, transmission lines, microwave equipment, master control equipment, and other transmitting equipment) owned by your firm. Report in line F(3) the amount of depreciation and amortization charges against other depreciable assets owned by your firm. Include depreciation on assets rented or leased to others by you under an operating lease agreement. Include depreciation on assets owned and used by your firm within leaseholds, and assets obtained through capital lease agreements. <b>Exclude</b> depreciation on intangible assets and assets leased to others by you under a capital lease agreement. Do not adjust for the value of depreciable assets sold or traded for replacement purposes.</p> <p><b>Line G</b> — Report in line G(1) the cost of renting or leasing buildings, offices, and structures. Report in line G(2) the cost of renting or leasing transmission systems (towers, antennas, transmitters, transmission lines, microwave equipment, master control equipment, and other transmitting equipment). Report in line G(3) the cost of renting or leasing vehicles, and other machinery and equipment. <b>Exclude</b> payments by your firm to the parent company or organization, or any of its subsidiaries for use of assets owned by them; and installment payments for assets obtained through capital lease agreements.</p> <p><b>Line H</b> — Report in line H(1) the cost of purchased repairs (including charges for parts and labor) to buildings, offices, and structures. Report in line H(2) the cost of purchased repairs to transmission systems (towers, antennas, transmitters, transmission lines, microwave equipment, master control equipment, and other transmitting equipment). Report in line H(3) purchased repairs to vehicles, and other machinery and equipment. <b>Exclude</b> repair costs included as part of a lease or rental agreement, improvements for which depreciation accounts are maintained, and repairs performed by employees of your company and its subsidiaries.</p>											
A. Annual payroll		627					677				
B. Employer contributions to employee benefit plans											
(1) Plans required under Federal and State legislation		628					678				
(2) Other fringe benefit plans (including medical and life insurance)		629					679				
C. Broadcast rights		712					762				
D. Music license fees		713					763				
E. Network compensation fees		714					764				
F. Depreciation and amortization charges											
(1) Buildings, offices, and structures		631					681				
(2) Transmission systems		632					682				
(3) Vehicles, machinery and equipment, and other tangible assets		633					683				
G. Lease and rental costs											
(1) Buildings, offices, and structures		634					684				
(2) Transmission systems		635					685				
(3) Vehicles, and other machinery and equipment		636					686				
H. Cost of purchased repairs											
(1) Buildings, offices, and structures		637					687				
(2) Transmission systems		638					688				
(3) Vehicles, and other machinery and equipment		639					689				



ITEM 4		PAYROLL AND OPERATING EXPENSES — Continued						Estimates are acceptable if book figures are not available.		Key code				1990				Key code		1989			
				Bil.	Mil.	Thou.	Dol.					Bil.	Mil.	Thou.	Dol.								
<b>Line I</b> — Report the net cost (premiums less dividends or refunds) of all commercial insurance, including that used to protect the company against losses or damages to buildings, structures, and machinery and equipment caused by fire, flood, wind, boiler explosion, or any other cause. Include premiums on fidelity bonds of employees and insurance to protect against liability for deaths or injuries of persons (other than employees) and damages to property of others.		<b>I. Cost of insurance (net)</b>	<b>640</b>								<b>690</b>												
<b>Line J</b> — Report the cost of nonrevenue-generating purchased communication services, including telephone, telex, telegraph, teletype, etc.		<b>J. Cost of telephone and other purchased communication services</b>	<b>641</b>							<b>691</b>													
<b>Line K</b> — Report the cost of purchased utilities, including the cost of purchased electricity, end purchased fuels consumed for heat, power or generating electricity. Include water, sewer, end refuse removal. <b>Exclude</b> payments for these utility services if included as part of a lease or rental agreement.		<b>K. Cost of purchased utilities</b>	<b>642</b>								<b>692</b>												
<b>Line L</b> — Report the cost of purchased advertising, including payments to other firms for printing, media, end other services and materials used for advertising.		<b>L. Cost of purchased advertising</b>	<b>643</b>							<b>693</b>													
<b>Line M</b> — Report the cost of taxes including real end personal property taxes (such as taxes on real estate, motor vehicles, machinery, equipment, and inventories), and special assessments. Include FCC license fees. <b>Exclude</b> income, sales, payroll, excise taxes, and other taxes collected from customers end paid to local, State, or Federal government agencies.		<b>M. Taxes</b>	<b>644</b>								<b>694</b>												
<b>Line N</b> — Report gross interest expenses.		<b>N. Interest expenses (gross)</b>	<b>645</b>							<b>695</b>													
<b>Line O</b> — Report other operating expenses, not reported in lines A through N, including news gathering services, ratings services, travel expenses, dues and subscriptions, accounting and legal fees, office supplies, and date processing expenses. Include the cost of computer software purchased under licensing agreements.		<b>O. Other operating expenses</b>	<b>646</b>								<b>696</b>												
<b>Line P</b> — Report the sum of lines A through O.		<b>P. TOTAL OPERATING EXPENSES</b>	<b>647</b>							<b>697</b>													
<b>ITEM 5 REPORT PERIOD</b>		<b>Key code</b>	<b>1990</b>				<b>Key code</b>	<b>1989</b>															
If the figures reported in items 3 and 4 are for a period other than January 1 through December 31, please enter the beginning and ending dates.			Month	Day	Year		Month	Day	Year														
FROM	<b>648</b>					<b>698</b>																	
TO	<b>649</b>					<b>699</b>																	
<b>ITEM 6 ORGANIZATIONAL STATUS — Mark(X) the ONE box which best describes this company during 1990.</b>																							
<div style="display: flex; justify-content: space-between;"> <span>0 <input type="checkbox"/> Corporation</span> <span>5 <input type="checkbox"/> Governmental — Specify _____</span> <span>9 <input type="checkbox"/> Other — Specify _____</span> </div> <div style="display: flex; justify-content: space-between;"> <span>1 <input type="checkbox"/> Individual proprietorship</span> <span>6 <input type="checkbox"/> Partnership</span> </div>																							
<b>REMARKS — To reduce the need for costly telephone follow-up, please explain any significant year-to-year change in your reported data.</b>																							

ITEM 7 OWNERSHIP OR CONTROL																			
<b>A. Does another company own more than 50 percent of the voting stock or have the power to control the management and policies of this company?</b>  1 <input type="checkbox"/> Yes _____ → 2 <input type="checkbox"/> No — Continue with item 7B			Name of owning or controlling company  Number and street  City, State, and ZIP Code  EI Number: _____ →																
<b>B. Did this company acquire or merge with another company in 1990 or 1989?</b>  1 <input type="checkbox"/> Yes _____ → 2 <input type="checkbox"/> No — Continue with item 8			Name of company acquired or merged with  Number and street  City, State, and ZIP Code  <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Date of merger or acquisition →</td> <td style="width: 10%;">Month</td> <td style="width: 10%;">Year</td> <td style="width: 10%;">EI Number →</td> <td style="width: 5%;"></td> <td style="width: 5%;"></td> <td style="width: 5%;"></td> <td style="width: 5%;"></td> <td style="width: 5%;"></td> <td style="width: 5%;"></td> </tr> </table>							Date of merger or acquisition →	Month	Year	EI Number →						
Date of merger or acquisition →	Month	Year	EI Number →																
<b>SURVEY COVERAGE</b>																			
This report covers all domestic locations primarily engaged in providing radio and television broadcasting services operated by your company and its subsidiaries, except for subsidiaries or operating units which have been requested to submit separate 1990 Survey of Communication Services reports to the Bureau of the Census. Included are:					objects, usually accompanied by an aural signal (consisting of voice and music or the like).														
<ul style="list-style-type: none"> <li>• Facilities primarily engaged in the dissemination by radio to the public of aural programs (consisting of voice and music or the like).</li> <li>• Facilities primarily engaged in the dissemination by radio to the public of visual programs, consisting of moving or still</li> </ul>					<ul style="list-style-type: none"> <li>• Facilities engaged in the sale of time for broadcast purposes, and the furnishing of program material or services.</li> </ul>														
					Include data for auxiliary facilities of your company primarily engaged in furnishing supporting services to your communication activities, such as central administrative offices, garages, warehouses, and establishments providing maintenance and repairs to your machinery and equipment. Also include offices of your company engaged in soliciting advertising.														
					<b>If your activities do not appear to be covered by this survey, please describe your kind of business in the "Remarks" section.</b>														
<b>REPORTING INSTRUCTIONS</b>																			
Please read all instructions and complete all items in this report. This will save on costly and time-consuming correspondence.					<ul style="list-style-type: none"> <li>• Trade-outs and barter — Spots exchanged for program material should be estimated at a fair value consistent with purchases of other program material of similar quality and quantity. Spots exchanged for merchandise or services should be estimated as the amount the station would have paid for the merchandise or service received.</li> <li>• For operating expenses, report costs incurred during 1990 and 1989 even though payment may have been made at a later date. <b>Exclude</b> sales or other taxes collected from customers and paid directly to a taxing authority.</li> <li>• Definitions for total annual payroll are the same as those used on the Employer's Quarterly Federal Tax Return, Treasury Form 941.</li> <li>• Report all values in dollars (omit cents).</li> <li>• If book figures are not available, carefully prepared estimates are acceptable. Enter "0" in items where applicable. Do not combine data for two or more detail lines.</li> <li>• Revenue derived from services provided on a contractual basis should be prorated according to the service accomplished. (Only include the amounts applicable to the report period.)</li> </ul>														
<ul style="list-style-type: none"> <li>• Report only for those locations primarily engaged in the activities defined in the coverage section.</li> <li>• For locations sold or acquired during 1990 or 1989, report only for the period that the locations were operated by this company.</li> <li>• Report data for the calendar years 1990 and 1989. If calendar year records are not available, data for the latest fiscal year will be accepted. Indicate the period covered in item 5. Please note, however, that estimates for the calendar year are preferable to book figures covering a different time period.</li> <li>• For operating revenue, report all charges or billings for services rendered and any sales of merchandise during 1990 and 1989, even though payment may have been received at a later date. <b>Exclude</b> revenue from a domestic parent organization, or from franchise locations owned by others and any franchise or license fees.</li> </ul>																			
<b>REMARKS — Continued from page 3.</b>																			
<b>ITEM 8 CERTIFICATION</b> — This report is substantially accurate and has been prepared in accordance with instructions.																			
Name of person to contact regarding this report			Address (Number and street, city, State, ZIP Code)				Telephone												
							Area code		Number										
									Extension										
Signature of authorized person				Title			Date												

**B-520**

OMB No. 0607-0706 Approval Expires 12/31/91

<b>FORM B-520</b> (11-20-90)	U.S. DEPARTMENT OF COMMERCE BUREAU OF THE CENSUS	<p>Public reporting burden for this collection of information is estimated to average 3 hours per response, including the time for assembling data from existing records and completing the form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Associate Director for Management Services, Paperwork Reduction Project 0607-0706, Room 2027, Bureau of the Census, Washington, DC 20233-0001; and to the Office of Management and Budget, Paperwork Reduction Project 0607-0706, Washington, DC 20503.</p> <p><b>PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE.</b></p>								
<b>1990 ANNUAL SURVEY OF COMMUNICATION SERVICES</b>  <b>CABLE TV AND OTHER SERVICES</b>		<p>In correspondence pertaining to this report, please refer to the IDENTIFICATION Number shown below.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center;">100</td> <td style="width: 50%; text-align: center;">CENSUS USE</td> </tr> <tr> <td style="text-align: center;">1 <input type="checkbox"/> M</td> <td style="text-align: center;">2 <input type="checkbox"/> T</td> </tr> </table>	100	CENSUS USE	1 <input type="checkbox"/> M	2 <input type="checkbox"/> T				
100	CENSUS USE									
1 <input type="checkbox"/> M	2 <input type="checkbox"/> T									
<p><b>PENALTY FOR FAILURE TO REPORT</b>  <b>DUE DATE: 30 DAYS AFTER RECEIPT OF FORM</b></p> <p><b>NOTICE</b> — Response to this inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.</p>		<div style="border: 1px solid black; padding: 5px;"> <p>Please complete this form and RETURN TO</p> <p><b>BUREAU OF THE CENSUS</b>  <b>PO Box 4039</b>  <b>Jeffersonville, IN 47131-4039</b></p> </div> <p>Please read all instructions carefully before completing your report, including the survey coverage and reporting instructions below. If book figures are not available, carefully prepared estimates are acceptable.</p>								
<p>(Please correct any error in name, address, and ZIP Code)</p>										
<h3>SURVEY COVERAGE</h3> <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p>This report covers all domestic locations primarily engaged in providing cable television and other communication services operated by your company and its subsidiaries, except for subsidiaries or operating units which have been requested to submit separate 1990 Survey of Communication Services reports to the Bureau of the Census. <b>If your activities do not appear to be covered by this survey, please complete the report form and describe your activities in the "Remarks" section.</b></p> </div> <div style="width: 48%;"> <p>Include data for auxiliary facilities of your company primarily engaged in furnishing supporting services to your communication activities, such as central administrative offices, garages, warehouses, and establishments providing maintenance and repairs to your machinery and equipment. Also include revenue and expense data for offices of your company engaged in soliciting advertising.</p> </div> </div>										
<h3>REPORTING INSTRUCTIONS</h3> <div style="display: flex;"> <div style="width: 45%;"> <p>Please read all instructions and complete all items in this report. This will save on costly and time-consuming correspondence.</p> <ul style="list-style-type: none"> <li>Report only for those locations primarily engaged in the activities defined in the coverage section.</li> <li>For locations sold or acquired during 1990 or 1989, report only for the period that the locations were operated by this company.</li> <li>Report data for the calendar years 1990 and 1989. If calendar year records are not available, data for the latest fiscal year will be accepted. Indicate the period covered in item 6. Please note, however, that estimates for the calendar year are preferable to book figures covering a different time period.</li> <li>For operating revenue, report all charges or billings for services rendered and any sales of merchandise during 1990 and 1989, even though payment may have been received at a later date. <b>Exclude</b> revenue from a domestic parent organization, or from franchise locations owned by others and any franchise or license fees.</li> </ul> </div> <div style="width: 55%;"> <ul style="list-style-type: none"> <li>Trade-outs and barter — Spots exchanged for program material should be estimated at a fair value consistent with purchases of other program material of similar quality and quantity. Spots exchanged for merchandise or services should be estimated as the amount the station would have paid for the merchandise or service received.</li> <li>For operating expenses, report costs incurred during 1990 and 1989 even though payment may have been made at a later date. <b>Exclude</b> sales or other taxes collected from customers and paid directly to a taxing authority.</li> <li>Definitions for total annual payroll are the same as those used on the Employer's Quarterly Federal Tax Return, Treasury Form 941.</li> <li>Report all values in dollars (omit cents).</li> <li>If book figures are not available, carefully prepared estimates are acceptable. Enter "0" in items where applicable. Do not combine data for two or more detail lines.</li> <li>Revenue derived from services provided on a contractual basis should be prorated according to the service accomplished. (Only include the amounts applicable to the report period.)</li> </ul> </div> </div>										
<b>ITEM 1</b>	<b>NUMBER OF COMMUNICATION LOCATIONS</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%; text-align: center;">Key code</th> <th style="width: 40%; text-align: center;">1990 Number</th> <th style="width: 10%; text-align: center;">Key code</th> <th style="width: 40%; text-align: center;">1989 Number</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">601</td> <td style="height: 40px;"></td> <td style="text-align: center;">661</td> <td style="height: 40px;"></td> </tr> </tbody> </table> <p>Enter the total number of communication locations operated by this company as of December 31, 1990 and 1989. A location is defined as an establishment with paid company personnel.</p>	Key code	1990 Number	Key code	1989 Number	601		661	
Key code	1990 Number	Key code	1989 Number							
601		661								
<b>ITEM 2</b>	<p><b>TAX STATUS</b></p> <p><b>A.</b> Is this firm or organization operated on a not-for-profit basis?</p> <div style="text-align: right;"> <input type="checkbox"/> Yes — Continue with item 2B  <input type="checkbox"/> No — SKIP to item 3         </div> <hr/> <p><b>B.</b> Was all or part of the income of this firm or organization exempt from Federal income taxes under section 501 or 521 of the Internal Revenue Code?</p> <div style="text-align: right;"> <input type="checkbox"/> Yes  <input type="checkbox"/> No         </div>									
<b>CONTINUE WITH ITEM 3 ON PAGE 2</b>										



ITEM 3 REVENUE		Estimates are acceptable if book figures are not available.		1990				1989				
		Key code	Bil.	Mil.	Thou.	Dol.	Key code	Bil.	Mil.	Thou.	Dol.	
<b>CABLE AND OTHER PAY TELEVISION REVENUE</b>												
<b>Line A</b> — Report sales of broadcast time to advertisers or sponsors. Deduct commissions paid to agency representatives and brokers.		<b>A. Advertising revenue (net)</b>	<b>801</b>				<b>851</b>					
<b>Line B</b> — Report revenue from programming services.		<b>B. Program revenue</b>	<b>802</b>				<b>852</b>					
<b>Line C</b> — Report subscription fees for basic services.		<b>C. Basic service revenue</b>	<b>803</b>				<b>853</b>					
<b>Line D</b> — Report revenue from pay and other premium services, such as movie channels.		<b>D. Pay and other premium service revenue</b>	<b>804</b>				<b>854</b>					
<b>Line E</b> — Report installation fees for providing basic, pay, and other premium services.		<b>E. Installation fees</b>	<b>805</b>				<b>855</b>					
<b>Line F</b> — Report all other cable and pay television revenue, such as service charges, rental or lease of channel capacity, etc.		<b>F. Other cable and pay TV revenue</b>	<b>806</b>				<b>856</b>					
<b>Line G</b> — Report the sum of lines A through F.		<b>G. TOTAL CABLE AND OTHER PAY TELEVISION REVENUE</b>	<b>807</b>				<b>857</b>					
<b>OTHER COMMUNICATION SERVICES REVENUE</b>												
<b>Line H</b> — Report revenue from telegraph and other message communications, such as electronic mail, facsimile transmission, telegram and telex, and paging services.		<b>H. Telegraph and other message communication revenue</b>	<b>808</b>				<b>858</b>					
<b>Line I</b> — Report revenue from all other point-to-point communication services, including satellite communications and radar station operations.		<b>I. Other communication service revenue</b>	<b>809</b>				<b>859</b>					
<b>OTHER OPERATING REVENUE</b>												
<b>Line J</b> — Report all other operating revenue, including sales of merchandise, rental revenue, etc. <b>Exclude</b> nonoperating revenue such as income from investments, the sale of securities, or real estate, etc. <b>NOTE</b> — If the amount reported on this line is greater than 50 percent of the total operating revenue reported in line K, indicate the source of the revenue in the "Remarks" section on page 4.		<b>J. OTHER OPERATING REVENUE</b>	<b>607</b>				<b>657</b>					
<b>Line K</b> — Report the sum of lines G, H, I, and J.		<b>K. TOTAL OPERATING REVENUE</b>	<b>608</b>				<b>658</b>					
<b>NONOPERATING INCOME (Tax exempt organizations only; all others SKIP to Item 4)</b>												
<b>Line L</b> — Report all government subsidies used to offset operating or capital deficits, private gifts, loans, contributions, or grants.		<b>L. Subsidies, gifts, loans, contributions, and grants</b>	<b>709</b>				<b>759</b>					
<b>Line M</b> — Report all other nonoperating receipts, such as income from investments, the sale of securities, real estate, etc. <b>NOTE</b> — If the amount reported on this line is greater than 50 percent of the total revenue reported in line N, indicate the source of the revenue in the "Remarks" section on page 4.		<b>M. Other nonoperating income</b>	<b>710</b>				<b>780</b>					
<b>Line N</b> — Report the total of lines K, L, and M.		<b>N. TOTAL REVENUE</b>	<b>711</b>				<b>781</b>					
<b>ITEM 4 PAYROLL AND OPERATING EXPENSES</b>		Estimates are acceptable if book figures are not available.		1990				1989				
		Key code	Bil.	Mil.	Thou.	Dol.	Key code	Bil.	Mil.	Thou.	Dol.	
<b>Line A</b> — Report the gross earnings paid in calendar years 1990 and 1989 to employees prior to such deductions as employees' Social Security contributions, withholding taxes, group insurance premiums, union dues, savings bonds, etc. Include all wages, salaries, commissions, dismissal pay, paid bonuses, vacation and sick leave pay, and the cash equivalent of compensation paid in kind. If a corporation, include salaries of officers; if an unincorporated concern, <b>exclude</b> payments to proprietors or partners.		<b>A. Annual payroll</b>	<b>827</b>				<b>877</b>					
<b>Line B</b> — Report in line B(1) employer's cost for legally required programs, such as Social Security, worker's compensation insurance, unemployment tax, and State disability insurance programs. Report in line B(2) employer's cost for programs not required by law, such as pension plans, stock purchase plans, union-negotiated benefits, life insurance benefits, and insurance premiums on hospital and medical plans. Estimates are acceptable if book figures are not available.		<b>B. Employer contributions to employee benefit plans</b>										
		(1) Plans required under Federal and State legislation	<b>828</b>				<b>878</b>					
		(2) Other fringe benefit plans (including medical and life insurance)	<b>829</b>				<b>879</b>					
<b>Line C</b> — Report in line C(1) the programming costs for providing basic cable services. Report in line C(1)b the programming costs for providing pay or premium TV services. Report in line C(2) the cost of local origination programs (i.e., programs produced or developed in-house). Report in line C(3) talent fees, music license fees, the value of bartered programming, and all other costs of programming and production. <b>Exclude</b> payroll and employer contributions to employee benefit programs.		<b>C. Program and production costs</b>										
		(1) Program service cost										
		a. Basic cable service	<b>810</b>				<b>880</b>					
		b. Pay or premium TV services	<b>811</b>				<b>881</b>					
		(2) Local origination programs	<b>812</b>				<b>882</b>					
		(3) Other program and production costs	<b>813</b>				<b>883</b>					



ITEM 4	PAYROLL AND OPERATING EXPENSES Continued	Estimates are acceptable if book figures are not available.	Key code	1990				Key code	1989			
				Bil.	Mil.	Thou.	Hun.		Bil.	Mil.	Thou.	Hun.
	<b>Line D</b> — Report in line D(1) the amount of depreciation and amortization charges against buildings, offices, and structures owned by your firm. Report in line D(2) the amount of depreciation and amortization charges against transmission systems (cables, wires, amps, satellite transmissions, converters, tap offs, power supplies, and other transmitting equipment) owned by your firm. Report in line D(3) the amount of depreciation and amortization charges against vehicles, machinery and equipment, and other tangible assets owned by your firm. Include depreciation on assets rented or leased to others by you under an operating lease agreement. Include depreciation on assets owned and used by your firm within leaseholds and assets obtained through capital lease agreements. <b>Exclude</b> depreciation on intangible assets and assets leased to others by you under a capital lease agreement. Do not adjust for the value of depreciable assets sold or traded for replacement purposes.	<b>D. Depreciation and amortization charges</b>										
	(1) Buildings, offices, and structures	631						661				
	(2) Transmission systems	632						662				
	(3) Vehicles, machinery and equipment, and other tangible assets	633						663				
	<b>E. Lease and rental costs</b>											
	(1) Buildings, offices, and structures	634						664				
	(2) Transmission systems	635						665				
	(3) Vehicles, and other machinery and equipment	636						666				
	<b>F. Cost of purchased repairs</b>											
	(1) Buildings, offices, and structures	637						667				
	(2) Transmission systems	638						668				
	(3) Vehicles, and other machinery and equipment	639						669				
	<b>G. Cost of insurance (net)</b>	640						690				
	<b>H. Cost of telephone and other purchased communication services</b>	641						691				
	<b>I. Cost of purchased utilities</b>	642						692				
	<b>J. Cost of purchased advertising</b>	643						693				
	<b>K. Taxes</b>	644						694				
	<b>L. Interest expenses (gross)</b>	645						695				
	<b>M. Other operating expenses</b>	646						696				
	<b>N. TOTAL OPERATING EXPENSES</b>	647						697				
	<b>Line G</b> — Report the net cost (premiums less dividends or refunds) of all commercial insurance, including that used to protect the company against losses or damages to buildings, structures, and machinery and equipment caused by fire, flood, wind, boiler explosion, or any other cause. Include premiums on fidelity bonds of employees, and insurance to protect against liability for deaths or injuries of persons (other than employees) and damages to property of others.											
	<b>Line H</b> — Report the cost of nonrevenue generating purchased communication services, including telephone, telex, telegraph, teletype, etc.											
	<b>Line I</b> — Report the cost of purchased utilities, including the cost of purchased electricity and purchased fuels consumed for heat, power and generating electricity. Include water, sewer, and refuse removal. <b>Exclude</b> the cost of these utility services if included as part of a lease or rental agreement.											
	<b>Line J</b> — Report the cost of purchased advertising, including payments to other firms for printing, media, and other services and materials used for advertising.											
	<b>Line K</b> — Report the cost of taxes including real and personal property taxes (such as taxes on real estate, motor vehicles, machinery, equipment, and inventories), and special assessments. Also include FCC license fees. <b>Exclude</b> income, sales, payroll, excise taxes, and other taxes collected from customers and paid to local, State, or Federal government agencies.											
	<b>Line L</b> — Report gross interest expenses.											
	<b>Line M</b> — Report other operating expenses not reported in lines A through L, including travel expenses, accounting and legal fees, dues and subscriptions, office supplies, and data processing expenses. Include the cost of computer software purchased under licensing agreements.											
	<b>Line N</b> — Report the sum of lines A through M.											

<b>ITEM 5 NUMBER OF INDIVIDUAL DWELLING UNITS</b>		<b>Key code</b>		<b>1990 Number</b>		<b>Key code</b>		<b>1989 Number</b>				
For companies engaged in cable television services only. All others SKIP to item 6.												
Enter the total number of individual dwelling units subscribing to basic services as of December 31, 1990 and 1989. →		<b>814</b>				<b>864</b>						
<b>ITEM 6 REPORT PERIOD</b>		<b>Key code</b>		<b>1990</b>			<b>Key code</b>		<b>1989</b>			
If the figures reported in items 3 and 4 are for a period other than January 1 through December 31, please enter the beginning and ending dates.				Month	Day	Year			Month	Day	Year	
		FROM		<b>648</b>					<b>698</b>			
		TO		<b>649</b>					<b>699</b>			
<b>ITEM 7 OWNERSHIP OR CONTROL</b>												
<b>A. Does another company own more than 50 percent of the voting stock or have the power to control the management and policies of this company?</b> 1 <input type="checkbox"/> Yes → 2 <input type="checkbox"/> No — Continue with item 7B		Name of owning or controlling company										
		Number and street										
		City, State, and ZIP Code										
		EI Number →										
<b>B. Did the company acquire or merge with another company in 1990 or 1989?</b> 1 <input type="checkbox"/> Yes → 2 <input type="checkbox"/> No — Continue with item 8		Name of company acquired or merged with										
		Number and street										
		City, State, and ZIP Code										
		Data of merger or acquisition →	Month	Year	EI Number →							
<b>ITEM 8 ORGANIZATIONAL STATUS</b>		— Mark (X) the ONE box which best describes this company during 1990.										
0 <input type="checkbox"/> Corporation 1 <input type="checkbox"/> Individual proprietorship 2 <input type="checkbox"/> Partnership		5 <input type="checkbox"/> Governmental — Specify →		9 <input type="checkbox"/> Other — Specify →								
<b>REMARKS</b> — To reduce the need for costly telephone follow-up, please explain any significant year-to-year change in your reported data.												
FACSIMILE												
<b>ITEM 9 CERTIFICATION</b>		— This report is substantially accurate and has been prepared in accordance with instructions.										
Name of person to contact regarding this report		Address (Number and street, city, State, ZIP Code)				Telephone						
						Area code	Number			Extension		
Signature of authorized person		Title				Date						



PENN STATE UNIVERSITY LIBRARIES



A000072785379